

MOTION PICTURE

EXHIBITOR

MAY 11, 1966

Volume 75

Number 14

IN TWO SECTIONS

THIS IS SECTION ONE

TRENTON

Drive-In Theatre

U. S. Route 130 Robbinsville, N. J.

\$1 A CAR!

POSITIVELY FINAL 2 NITES!

4 BIG FEATURES!

"THUNDERBALL"

"WHAT'S NEW PUSSYCAT"

**"DRACULA, PRINCE
OF DARKNESS"**

"PLAGUE OF ZOMBIES"

Phone JU 7-9300

QUESTION:

What Do We

Play Next Week?

ANSWER:

Who Knows?

With The

Product

Shortage, You

Can't Be Fussy!

GIANT FREE KIDDS PLAYGROUND
ROOSEVELT
DRIVE-IN THEATRE

RT. 91 LANGHORNE, PA. WI 3-4131

EAST COAST
PREMIERE

3 ADULT SHOCKERS

**FOR TITLES
PLEASE CALL
THEATRE**

WI 3-4131

ADULTS ONLY

MGM Corporate Struggle To Court

(See Page 5)

N.Y. Classification In State Senate

(See Page 9)

These drive-in advertisements reproduced from a Trenton, N.J., newspaper serve as a springboard for some editorial observations in this issue. For details, see page 3.

A RECIPE FOR DESTRUCTION • • • see editorial—page 3

"RIDE BEYOND VENGEANCE" IS WINNING THE WEST!

HOLDING OVER to sensational
business in **EVERY ONE** of its
Texas Area Kickoff Engagements!!



- DALLAS—Palace
- HOUSTON—Majestic
- FORT WORTH—Palace
- OKLAHOMA CITY—
4 theatres
- TULSA—Tulsa,
11th St. DI
- CORPUS CHRISTI—Centre
- WACO—Waco
- EL PASO—Plaza
- TUCSON—
Cactus

**RIDE
WITH A
WINNER...
CHUCK CONNORS
IN "RIDE BEYOND VENGEANCE"...**

from **COLUMBIA!**
THE TOTAL LOOK
IN ENTERTAINMENT

The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 10 McGovern Ave., Lancaster, Pa. 17604. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif., 90036, London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.: Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecny, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Lancaster, Pennsylvania. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



CHANGING ADDRESS?

Please send old and new address. If possible include address portion of old mailing wrapper.

Volume 75 • No. 14

May 11, 1966

Our 48th Year

A RECIPE FOR DESTRUCTION

WE HOPE ALL READERS will understand that, although the two advertisements reproduced on our cover come from Trenton, N.J., drive-ins, the problems discussed here are not confined to any single geographical area or to outdoor theatres alone. Rather, the ads are symptoms of an industry-wide condition of chaos and confusion that threatens every thinking person in the motion picture world, distributor and exhibitor alike.

We selected these particular ads for comment because they were sent into our office by several subscribers, all acting independently. These gentlemen asked the question, "Where will it stop?"

We have said over and over again that many exhibitors demand first-run status as soon as the first shovelful of earth is turned over for a new theatre. Who can blame them after seeing the type of theatres that have been moved up to first-run status.

As we see it, the problem lies in great measure at the feet of film company legal departments who refuse to become engaged in the effort to maintain order in clearance and playoff patterns. In many cases, they overrule their sales departments in this regard.

When a theatre treats fine films—this industry's life blood—cheaply, why should the public act differently? Take two top features and double bill them day and date with another theatre playing them as single bills, and the "nice, constructive exhibitor" is bound to get hurt. Slap them into a drive-in as part of either a four-feature or dollar-a-carload show or both, and you have a fine recipe for destruction. It is unfair competition, pure and simple, but everyone seems to be afraid to take a stand against it.

Some observers claim that a "different breed" of patron attends drive-ins and that they are really not in competition with indoor theatres, regardless of their run. Others point out that competing drive-in operators are usually at loggerheads and will do everything they can to scratch each other's eyes out. That may be, but the industry as an industry is the real loser. Everyone knows that film companies employ far fewer salesmen today than ever before. It's not hard to see why. Any honest film salesman would cringe at some of the sales practices employed today. The big problem today isn't salesmen, it's

bookings—and most must be approved by the home office.

We have heard the observation that drive-ins could let the public in free and not really suffer—since the fabulous concession business will generally bail them out. That argument fails to consider the fact that the films on the screen must draw the crowds. Four films and a dollar-a-car may be a fine way to grab a fast buck, but it is no way to build a lasting respect or enthusiasm for movies or theatres. Unless operating conditions are cleaned up and exhibitors refrain from carving up one another, the havoc and chaos sure to come will leave the industry a shambles.

Stop and think! When was the last time a distributor went into court to fight a case in which he felt a move-up in run by a particular theatre was unjustified? Naturally, everybody wants to be a first-run. If it's okay for the other guy, why not me?

So the Trenton story is told over and over in territory after territory. A downtown theatre finds itself playing a single feature day-and-date with a drive-in advertising two-three-four features at a dollar-a-car. Unless distribution takes a stand (and legal departments develop a backbone), this business is headed downhill in a hurry.

Another sign of the times is the second ad reproduced on our cover. It concerns a triple feature so "adult" in nature that the titles can only be given over the telephone. That's the kind of thing guaranteed to give the entire industry a large black eye. We can't help wondering whether the theatremen responsible has the slightest bit of pride in himself or in the motion picture industry. We also note that the same advertisement calling attention to the triple bill of dirty—oops, we meant to say "adult"—features also announces a wonderful kiddie playground. The drive-in might have had the good taste to drop this reference while advertising the fast-buck trash on the screen.

We're probably old fashioned, but we recall fondly a time when a film could be openly advertised in a family newspaper without embarrassing the theatre or the publisher. But that was yesterday.

We repeat, this isn't a Trenton problem and it isn't a drive-in problem. It's an all-industry problem, and time is running out.

A PARABLE FOR OUR TIME

A PROPHECY WAS REVEALED to a king that the crops of the coming harvest were cursed and "whoever eats of them will go mad." The king gathered his wisest counselors to discuss the best way of meeting the forthcoming calamity. If they ate the food, they would go mad. If they didn't, they would starve. Which should it be—madness or death?

The king decided that there was no choice but to eat from the cursed crop. However, he noted that there was still enough

food left from previous harvests to save a few citizens. He told them they had a very important job. "When we have all lost our senses, you will cry out, 'My brothers, my brothers, remember that you are all mad'."

This industry has eaten of the cursed crop of blind bidding, unfair competition, and chaotic patterns of clearance and playoff. Where are those among us with the sense to remind us that "we are all mad"?

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

A daughter, Alexandra, was born at Harkness Pavilion, New York, to Mr. and Mrs. Joseph L. Mankiewicz. Mrs. Mankiewicz is the former Rosemary Matthews. Mankiewicz is the noted motion picture director, writer, and producer.

Diamond Rings

Mr. and Mrs. Irving H. Ludwig, Forest Hills, announced the engagement of their daughter, Jacqueline Sue, to Edward Gilbert Weiss, son of Mr. and Mrs. George Weiss, of Yonkers, N.Y. Ludwig is president of Buena Vista Film Distribution Company.

Obituaries

Albert Gilbert, 55, owner-manager, Wescot, Syracuse, N.Y., for a number of years, died in Syracuse. Surviving are his wife, a daughter, and two sisters. He was a member of the Variety Club.

Clair E. Hilgers, 71, vice-president, Delta Theatres, Inc., which built and owned the Joy, New Orleans, La., died in Dallas, where he was residing. At one time he served as RKO European distributor in Paris, and for several years was interested in independent film distribution in New Orleans. At the time of his death, he was president of Barbe-Matic, Inc., which manufactures barbecue equipment. He is survived by his widow, three daughters, and seven grandchildren.

Technicolor Ups Simonelli

DENVER—Paul W. Fassnacht, president and chief executive officer, Technicolor, Inc., at the annual meeting of shareholders announced that the company's net earnings for the first quarter of 1966 were \$1,181,735, equal to 35 cents per share on 3,360,521 shares outstanding. Net sales were \$21,675,595.

Earnings for the corresponding quarter in 1965 were \$1,270,646, equal to 38 cents per share on 3,308,161 shares then outstanding, and net sales were \$24,825,018.

Fassnacht also stated that the company had under study a plan to spin off its merchandising companies to concentrate on expanding its range of products and services in the entire photographic field.

He also announced the election of Charles F. Simonelli as executive vice-president of Technicolor, Inc.

London Heads Mich. Allied

DETROIT—Milton London was reelected by the board of directors of Allied Theatres of Michigan for a 12th term as president. Other officers also reelected were vice-president Jack Loeks, treasurer William M. Wetsman, and secretary Fred Sweet. Leon Serin, president, United Detroit Theatres, and Edward Stuckey, Butterfield Theatres, were added to the executive committee. Alden Smith was reelected as national director of NATO.

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., MAY 9

New Classification Bill Studied In Rhode Island

PROVIDENCE, R.I.—The state was offered a major revision of its obscenity laws, plus a new provision for a board to review all movies or other shows and decide whether persons under the age of 18 should be barred.

Among other new material in the bill is a method for cities and towns to deny, on grounds of obscenity, a license for a performance before any audience, as long as the licensing body moves promptly for a speedy court judgment.

Sen. J. Joseph Garrahy, (D) Providence, a leader in pressing for the new legislation, said he would introduce the "whole package." The senator said that, although it is late in the session, he hoped hearings could be conducted and that this most important piece of legislation would be promptly passed.

In general, the legislation aims to cure reportedly "fatal" constitutional defects in existing state law and to include the latest thinking of the U.S. Supreme Court—both in the past few years and as recently as the three decisions the high tribunal handed down in late March.

For a major piece of legislation in a highly sensitive area of law-making, the complex measure is making what many observers see as an extremely late appearance in the General Assembly session.

Late in the 1965 session, Governor Chafee vetoed a bill permitting cities and towns to deny licenses to movies and other shows on grounds of obscenity. The governor criticized absence of provisions for due notice to exhibitors, a mandatory hearing, and a time limit within which court adjudication must be given.

The council could find no ready-made model in other states that could be emulated in a "packaged" bill here. The provisions for



Darryl F. Zanuck, 20th-Fox president, and Seymour Poe, executive vice-president, are seen in the Capitol Palace for a reception by the Mayor of Rome. They were in the city for a screening of "The Bible" for the company's world assembly of exhibitors.



BROADWAY GROSSES

"Arabesque" Opens Big

NEW YORK—The only newcomer, Universal's "Arabesque" at the Radio City Music Hall, proved strong and enlivened the Broadway scene. The break-down was as follows:

"ARABESQUE" (U). Radio City Music Hall, with usual stage show, did \$120,000 from Thursday through Sunday, with the opening week sure of \$180,000.

"CAST A GIANT SHADOW" (UA). DeMille reported \$24,000 for the sixth week.

"DR. ZHIVAGO" (MGM). Capitol claimed \$39,000 for the 20th week.

"MARY POPPINS" (Buena Vista). Loew's State stated that the third week was \$11,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced that the 63rd week was \$42,000.

"THE GROUP" (UA). Astor reported \$11,000 for the eighth week.

"THE TROUBLE WITH ANGELS" (Columbia). Victoria stated the fifth week would tally \$19,000.

"MY FAIR LADY" (Warners). Criterion did \$27,800 on the 81st week.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama stated the fourth week was \$32,000.

a "youth" board to review movies and other shows is patterned somewhat on an existing law in Texas, and it should stand up under any constitutional test, it is felt.

The proposed new board is different from the ill-fated Rhode Island Commission to Encourage Morality in Youth, abolished by the General Assembly in 1964 after the commission itself recommended that step.

The new board, which would be set up within some department of state government, not yet decided on, would examine and review all shows, regardless of whether they have been duly licensed. If the board finds the movie or show is likely to incite delinquency in its portrayal of crime or depravity, or that the performance portrays nudity, promiscuity, or sexual abnormality in a way harmful to youth, the board could limit admission to persons 18 years or older. An aggrieved exhibitor could file a protest. The board's paid administrator would have to start a Superior Court suit within 48 hours. The court could issue an injunction but would have to move to a full hearing within one day and render a decision within two more days.

Rhode Island exhibitors are eagerly awaiting the outcome and fate of this new proposed piece of legislation. If enacted, it will bring to an end the long drawn-out legal battles and bickering which have hampered theatre owners and operators in this state for too many years.

A "speedy day in court" and a definite interpretation of clearly defined laws is the ambition of all theatremen in this area.

MGM Corporate Struggle In Court

Dissident Director Levin Seeks To Separate Votes On Proposed Stock Split, Increase In Common Shares

NEW YORK—Metro Goldwyn Mayer, Inc., mailed out proxy material for its general stockholders' meeting May 24 although the material might be invalidated by a court ruling this week.

Philip J. Levin, dissident director, has filed suit in Federal District Court to divide management's proposal to increase authorized stock into two parts, so that stockholders could vote on them separately at the meeting.

MGM has proposed a two for one stock split and an increase in the number of authorized shares to eight million from three million. The company has 2,521,429 shares outstanding.

Levin, who holds about 10 per cent of the outstanding shares, does not oppose the split or a planned 20 per cent increase in MGM's dividend. However, he voted against management's "package" resolution at a directors' meeting, contending that only six million authorized shares are needed to carry out the split and to provide a reserve for other purposes. He seeks to force MGM to hold one vote on an increase in authorized shares to six million and a second balloting on a separate proposal to create the two million additional shares.

Federal Judge Edward C. McLean reserved decision on Levin's suit at a hearing, but indicated he may rule early this week. However, he turned down Levin's request to restrain the distribution of MGM's proxy material. The mailing of the proxy material also indicates that the Securities and Exchange Commission has cleared it over Levin's objection.

If the judge rules in Levin's favor, the current MGM proxy material would be voided, and new material would have to be prepared. Levin has also asked the court to adjourn the May 24 meeting if that would be necessary to permit the preparation and distribution of new proxy material.

However, if Levin loses his suit, and stockholders are faced with the "package" proposal as it currently stands, it seems unlikely they would vote against the stock split in order to prevent the increase in authorized shares.

MGM attorney Louis Nizer contends that the two proposals are closely interrelated; that their proxy proposal is quite in order; and that the move was not made to stop Levin, but was based on sound business judgments.

Levin, who has had some sharp disagreements with MGM's management, is reported to believe that the management might use the additional authorized shares in a manner that would reduce his percentage of the total outstanding.

In its proxy statement, MGM says it hasn't entered into any negotiations, understandings or agreements to issue any additional shares, except for the stock split and existing stock options; but it states, "Officers of MGM have from time to time in recent months had discussions with respect to the raising of additional equity capital and possible acquisi-



Joseph M. Sugar, 20th-Fox vice-president in charge of domestic sales, and Salah Hassanein, United Artists Theatres executive vice-president, are shown making arrangements for the roadshow world premiere of "The Sand Pebbles" at the Rivoli, New York, following the engagement of "The Sound of Music."

Para. Int. Execs Attend Latin Sales Convention

BUENOS AIRES—A three-day convention of Paramount Pictures' Latin American and Caribbean divisions took place last week in Buenos Aires under the direction of James E. Perkins, president of Paramount International Films.

A highlight of the opening session was a taped address in Spanish by George Weltner, president of Paramount Pictures Corporation, focusing on the company's unusually strong production and distribution program for the coming period.

Joining Perkins in the direction of the meetings were Henri Michaud, Paramount International vice-president; Milton Goldstein, sales manager; and Guenter Schack, advertising-publicity director. Henry B. Gordon, division manager for Latin America and the Caribbean, was official host for the meetings.

Participating in the meetings were Paramount executives representing Argentina, Uruguay, Paraguay, Brazil, Ecuador, Panama, Chile, Colombia, Mexico, Peru, Bolivia, Venezuela, Trinidad, Puerto Rico, Curacao, Aruba, Tobago, British Guiana, Surinam, and the British West Indies.

tions. . .

"It is presently contemplated that such discussions will be continued if circumstances warrant," the company continues.

The purpose of the split, according to the proxy material, is to "broaden the market for MGM's shares." The proposal stresses that "the proposed split won't change the capital stock equity of the stockholders or in any way affect the relative rights and interests of MGM."

Levin has not indicated as yet whether he is working up to a fight for control of MGM. He said, "You can be sure that I will study the MGM proxy material and will have something to say about it to stockholders in due course."

Levin is expected to communicate directly with the stockholders soon.

Mrs. Twyman Discovers Everyone's A Film Critic

NEW YORK—Margaret G. Twyman, director of community relations for the Motion Picture Association of America, appeared as the first woman speaker to address a luncheon meeting of the Cinema Lodge of B'nai B'rith. The title of her talk was Confessions of a Movie "Mavin."

Mrs. Twyman said: Instead of talking about movie business to you today, I thought I might put a new twist on things, and turn the other side of the coin . . . and talk about the audience. They spend a good deal of time talking about us . . . so let's talk about them for a change."

After reading excerpts from several amusing letters directed to the community relations department, Mrs. Twyman described her experience speaking to the public. She said: "The old cliché about 'everybody being a movie critic' is an under-statement, believe me . . . and those of us who must meet these 'everybodys' face to face, on the open battlefield of a community forum, for instance, must be brave as a bull, informed as a Phi Beta Kappa, quick-witted as Bob Hope, and as tactful as Liz Taylor's press agent! Everyone has an opinion on movies . . . whether they've seen one in 10 years or not."

In conclusion, Mrs. Twyman said: "Our love affair with the public continues as always. We all accept the fact that 'the public' is, to say the least, whimsical and unpredictable in its entertainment tastes. And we also know that the public continues to be curious about the motion picture industry. Today, this is just as pronounced as it ever was! In getting support for films we try to emphasize at all times the development of informed and discriminating audiences, never losing sight of the fact that by 'discriminating' we include filmgoing for fun! Film entertainment is what we talk about, and we hope our efforts will once again establish with the public strong and friendly links."

New Honor For "Patch"

HOLLYWOOD—MGM's "A Patch of Blue" will be honored "as the most significant motion picture produced during the year" by the Hollywood Unity Awards Committee at the annual Unity Awards banquet at the Statler Hilton on May 23.

The committee annually honors the motion picture, television and radio industry for "outstanding contributions to the betterment of human relations via their work in the entertainment industry."

Producer Pandro S. Berman will accept the award for the film, which was written and directed by Guy Green.

Production Manager For AA

HOLLYWOOD—Appointment of John Rougeot as production manager of the Allied Artists Studio was announced by Roger Hurlock, vice-president and chief operating officer.

Rougeot, who has been in the motion picture and television fields for 20 years, was most recently production manager for Mark Armistead Television during that firm's tenure at the Allied Studios.

New Record For UA In Quarter; Increase In Common Shares Sought

NEW YORK—In a letter to United Artists stockholders accompanying the annual report for 1965, Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, reported that the first quarter of 1966 will achieve a new record for any single quarter in the history of the company, with estimated net earnings after taxes approximating \$3,700,000 or 88 cents per share. This compares with \$3,042,000 or 72 cents per share for the first quarter of 1965. The per share figures for both quarters are computed on the 4,217,966 shares outstanding at the end of the first quarter of 1966.

In their letter to stockholders, Benjamin and Krim outlined the excellent prospects for the future on the basis of which they reported that all indications are that 1966 will be more successful than the record-breaking year 1965, and that this trend will continue through 1967.

Stockholders at the meeting to be held at the Astor Theatre, New York, June 14 will be asked to approve an increase in the company's authorized shares of common stock from 5,000,000 to 10,000,000.

The proxy statement asserts that while the company has no present plans for the issuance of the additional stock and there are no pending negotiations requiring it, the increase would provide it with desired flexibility when opportunities arise.

The meeting will vote on the reelection of the present 10 directors, who are Benjamin, Seward Benjamin, Robert Dowling, Joseph Ende, Leon Goldberg, William Heineman, Krim, Seymour Peyser, Arnold Picker, and David Picker.

The statement reports that Merrill Lynch, Pierce, Fenner and Smith held for customers a total of 441,252 shares of common stock of the company, or approximately 10.45 per cent of the total shares outstanding.

Krim and Benjamin, as joint tenants, hold 800,796 shares, or approximately 18.98 per cent. Individually, Benjamin is listed as owning 181,222 shares; Krim, 209,650; Heineman, 103,828; Arnold Picker, 102,650; Peyser, 31,666; Seward Benjamin, 24,622; David Picker, 13,998; Ende, 11,532; Leon Goldberg, 11,542; and Dowling, 1,290.

Interstate To Open Two

EL PASO, TEX.—Interstate-Texas Consolidated Theatres will open two new theatres in May, one at El Paso and the second at Abilene.

The Northgate Theatre, which will have a capacity of 900, is scheduled to open here on May 25. It was built at a cost of \$350,000. Seating is to be staggered in pattern, utilizing chairs with black upholstery and garnet rose backs. Interior decor is to feature a walnut formica concessions counter, with red, brown and maroon wool carpeting in the lounge, powder rooms, and auditorium aisles. Quarry tile, vinyl tile, and wainscoting are to be used to enhance the interior. Nesmith-Lane & Associates is the architectural firm.

On May 26, the new Westwood is to be opened in Abilene in the Westwood Village Shopping Center. The theatre will have a 1,000 seating capacity and was built at a cost of \$350,000. Featured will be luxurious wide space seats with ample walking room between rows. There will be the latest in air conditioning, and the latest in sound equipment will be installed.

High Court Denies Obscenity Case Review

WASHINGTON, D.C.—The Supreme Court refused to reconsider its decision on the Ralph Ginsburg and Edward Mishkin cases establishing the precedent that the way a work is advertised and promoted can be a measure of whether it is obscene.

The duo appealed on grounds they had no way of knowing such standards would be used, and were joined by the American Civil Liberties Union and others as amicus curiae. They will now probably have to begin serving prison terms.

Films Specifically For TV Boosting Industry Profits

NEW YORK—A number of motion pictures in 1966 will be made specifically for television, according to Bache & Co., Incorporated, members of the New York Stock Exchange.

The major factors in the motion picture industry, report the Bache Spring Review of over 650 stocks, selected from 54 industries, are benefiting from increased production of telefilm series and the leasing of old films for television.

"The motion picture industry's inherent unpredictability precludes the holding of these shares in investment quality portfolios. Instead, these issues must be categorized as intrinsically speculative.

Profits showed a sizeable increase in 1965 primarily because of the lucrative television market. The least speculative, in our view, is Walt Disney Productions, which has fewer high budget films and a record proficiency in producing successful films."

Branch Meetings Launch Will Rogers Fund Drive

NEW YORK—Morris Lefko, vice-president and general sales manager of MGM and national chairman of the Will Rogers Memorial Fund Drive, has launched the 1966-67 Will Rogers Memorial Hospital and O'Donnell Research Laboratories Drive. There were meetings in all the branch offices throughout the United States between the local branch managers of the leading film companies and the local exhibitor chairmen in their respective branches.

The 40th anniversary trailer featuring Alfred Hitchcock was shown at this meeting in addition to special appeals by the respective sales manager chairmen, and a taped address by Lefko. There also was discussion on the raffle sales which this year features more prizes than ever before including a 1966 Lincoln Continental; a London holiday for two, TWA transportation and one week at the Savoy Hotel; Ireland holiday for two, Irish Airlines and one week at Silver Springs Hotel in Cork; a Puerto Rico holiday for two, Pan American and one week at Mayaguez Hilton, Mayaguez; a Miami holiday for two, Eastern Airlines, one week at Americana Hotel; a Lake Placid week-end for two at Whiteface Inn; Eastman Kodak 16mm sound projector; Decca hi-fi console; Technicolor instant movie projector; 100 Titlist golf balls; Polaroid Swinger Camera; two Cavalier 35mm automatic cameras; Fujica single 8 movie camera; and 26 additional prizes.

Fox Corrects Fiscal Error

NEW YORK—A faulty transmission to the home office from the 20th Century-Fox world sales convention in Rome inadvertently halved 20th-Fox earnings for the first 15 weeks of 1966.

In a speech before the convention, Seymour Poe, executive vice-president, said that world billings for the first 15 weeks of 1966 were \$39,000,000, which was almost double the 1965 figure for the same period, \$20,045,000. In the transmission, the \$20,045,000 figure was erroneously given for the first 15 weeks of 1966.



Mel Konecoff, New York editor, MOTION PICTURE EXHIBITOR, looks on enviously as Marty Allen and Steve Rossi, stars of Paramount's "The Last Of The Secret Agents?," clown in Manganaro's Hero Restaurant, New York, with what is termed the world's largest hero sandwich, measuring more than seven feet and weighing 25 pounds.

NOW ON LOCATION IN ROME

...the wenching is commencing!



RICHARD

BURTON

ELIZABETH

TAYLOR

IN

the Taming of the Shrew

Screenplay by

PAUL DEHN, SUSO CECCHI D'AMICO and FRANCO ZEFFIRELLI

Produced by

RICHARD BURTON and ELIZABETH TAYLOR

Directed by FRANCO ZEFFIRELLI A Royal Films International, Inc. / F.A.I. Production PANAVISION® TECHNICOLOR®

FROM



COLUMBIA

THE TOTAL LOOK IN ENTERTAINMENT

Trans-Lux First Quarter Earnings Rise Along With Theatre Business

NEW YORK—Earnings of Trans-Lux Corporation for the quarter ended March 31 were 12.3 percent above those of a year earlier and amounted to \$129,819, or 18 cents per share on the 718,037 shares of common stock currently outstanding, Richard Brandt, president, told stockholders at their annual meeting. First quarter 1965 net earnings were \$115,615, or 16 cents per share. Gross revenues from operations, Brandt said, closely approximated those of a year earlier.

In commenting on results of operations, Brandt noted that gross revenues from the company's communications services showed a slight gain. However, he said, revenues from the company's entertainment activities were down somewhat, due primarily to the Baltimore Theatres, which were satisfactorily disposed of, and its Trans-Lux at 52nd and Lexington Avenue, New York, which was closed by reason of the demolition of the building in which it was located. However, first quarter 1966 gross theatre revenues on the basis of comparable theatres, Brandt stated, were substantially ahead of a year earlier, "and I expect this trend to continue."

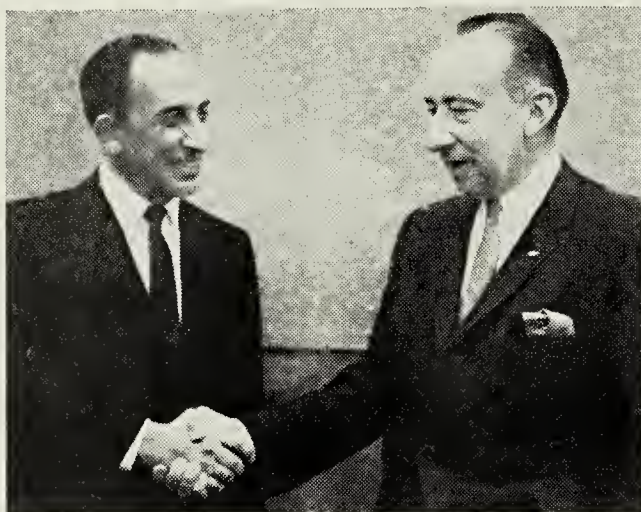
Noting that the company continues in a strong financial position, Brandt reported that during the quarter, the company reduced by \$250,000 its indebtedness under the revolving credit agreement with a leading New York bank, thus bringing the balance currently outstanding to \$750,000. More recently, he added, the company has effected an extension of the original \$2.5 million credit until June 30, 1972, with no increase in the interest formula.

Reporting on recent developments, Brandt said that a 10-foot model of the Trans-Jet electronic stock quotation device, with characteristics similar to the 45-foot display now in use on the floor of the New York Stock Exchange, is currently in test operation at the Trans-Lux Long Island City plant and will be available for inspection by the New York financial community in the very near future.

Referring to the company's plans to establish theatres in major shopping centers, Brandt said that the new Trans-Lux Harrisburg, Pa., theatre is scheduled for opening in late summer, and that discussions are presently under way with regard to the acquisition of additional locations, five of which are expected to be concluded by the year end.

Brandt reported that the company's television operation experienced greater sales of its tv series in the first quarter of 1966 than it did for the same period in 1965. He added that the company was stepping up its search for new tv programming, a move to expand its volume as well as diversity of television entertainment.

Early in the quarter, he reported, the company acquired the Shoreham-Norman Hotels, Miami Beach, Florida, on a favorable purchase-lease back arrangement. The beach front property, he stated, includes two hotels, a swimming pool, cabanas, and related facilities and is located in an area which is being devoted increasingly to high rise developments. He indicated that the company expects to develop this beach front property sometime in the future. In the meantime, by means of a leasing arrangement, the company is receiving a highly satisfactory return on its investment.



George Horstein, left, New York TEDA board member, recently welcomed J. W. Servies, right, executive vice-president of National Theatre Supply Company, to membership in Theatre Equipment Dealers Association.

TEDA Welcomes NTS; Pushes For Standards

NEW YORK—Spero L. Kontos, president, Theatre Equipment Dealers Association, announces that National Theatre Supply Company has become a member of TEDA.

"We particularly welcome National Theatre Supply Company to membership in our organization," Kontos stated, "because now the greater portion of dealers across the country will be represented, and this is important. There is a continuing demand in the industry for improved technical standards, and with TEDA acting as the technical consultant to exhibitors nationwide, National Theatre Supply Company will make a valuable contribution in rounding out this fund of technical knowledge within the dealer organization."

J. W. Servies, executive vice-president of National Theatre Supply Company, said, "We believe that TEDA has been responsible for elevating the role played by the equipment dealers and are anxious to cooperate in this effort. Many theatre owners and circuits are still not fully aware of the many services performed by equipment dealers and with our joint efforts, we may be able to get this message across to them."

Fox's Williams To Studio

NEW YORK—Elmo Williams, European production chief of 20th Century-Fox, will transfer his base of operations from London to the 20th-Fox Studios in Hollywood.

Darryl F. Zanuck, president of 20th-Fox, said Williams would shift to the studio on June 1 and would work under the direct supervision of Richard D. Zanuck, 20th-Fox vice-president in charge of production.

The reason for the move, Zanuck explained, was to institute a much closer coordination in the casting and production efforts on films scheduled to be made.

Williams will prepare a number of important pictures at the studio for European production. They include "Memed, My Hawk," "Big Country, Big Man," and "May You Die in Ireland."

Col. Latin Executives Discuss Current Product

SAN JUAN, P.R.—Columbia Pictures International territorial managers and publicists from 11 key Latin American countries were offered an intensive look at Columbia's current product and long-range production and promotion plans when home office executives spelled out "The Total Look in Entertainment" during a four-day conclave at the Americana Hotel here.

Convening the meetings was Mo Rothman, Columbia vice-president in charge of world distribution, who told the delegates that they would have the opportunity to examine one of the most ambitious sales, distribution, and advertising-publicity schedules the company has ever organized for the Latin American continent.

Robert S. Ferguson, vice-president in charge of worldwide advertising and publicity, spelled out the long-range promotion concepts that would govern Columbia's plans for the future.

The convention held screenings of "The Chase," "The Silencers," "Born Free," and "Lost Command." Seminars on the promotion of the screened films followed each exhibition.

Attending the convention from the home office were Bernard E. Zeeman, vice-president and treasurer of Columbia Pictures International; Bert Obrentz, executive assistant to Rothman; Marion Jordan, foreign sales manager of the International company; Edwin A. Levine, sales control executive of the International company; Martin Blau, executive assistant to Ferguson; and Kevin Doyle, publicity manager of the International company.

Jacksonville WOMPI Elects

JACKSONVILLE — Mrs. John (Mary) Hart, member of the Florida State Theatres home office advertising staff, has been elected to the presidency of the local WOMPI group for a year's term, succeeding Kitty Dowell, a booker in the Metro-Goldwyn-Mayer branch office. Mrs. Hart also served as the local WOMPI president in 1959 and has held numerous other offices during the nine years she has been in the organization. Her husband, John, is international chairman of the Co-WOMPI group, which is composed of husbands and other male friends of WOMPI members.

Other new WOMPI officers named at the annual election Sandra Hughes, Columbia, first vice-president; Sandra Easley, MGM, second vice-president; Ida Belle Levey, United Artists, treasurer; Claudia Taylor, Florida State Theatres, corresponding secretary; and Violet Davis, Allied Artists, recording secretary.

Mrs. Hart said that the installation of new officers will be conducted in a formal ceremony the night of June 25.

AI Appointments

NEW YORK—Larry Steinfeld has joined the American International publicity staff as radio, television, and foreign correspondent contact, and will also handle merchandising for that company, it was announced by Ruth Pologe, eastern director of publicity and advertising.

Chrys Blionas has been named traffic manager of American International Television, it was announced by Stanley E. Dudelson, AI-TV's vice-president. Miss Blionas has been with American International for two years and had previously been with National Telefilm Associates.

Jackter Tours Branches To Talk About "Salute"

NEW YORK—Rube Jackter, Columbia vice-president who is being hailed in the current "Salute to Rube Jackter, left on the first of a series of regional tours in behalf of the "Salute." The first trip takes Jackter to eight branch cities, including Atlanta, New Orleans, Washington, D.C., Cincinnati, Cleveland, Charlotte, Jacksonville, and Pittsburgh.

In addition to talks with Columbia branch personnel, Jackter will meet with circuit heads, theatre managers, bookers and buyers, dealing with many of the people he has worked with throughout his long career with Columbia.

In his meetings, Jackter will place special emphasis on "Columbia on Every Screen Weeks," the two weeks ending June 2 and June 9. During those weeks, branches reporting the highest percentage of theatres playing Columbia product will earn special dividend points for the overall Salute. These dividend points will go to the top 10 branches and will be computed on the basis of the branches' own quotas.

The Salute, which was launched on March 11, will run through June 23. In addition to final prizes, all Columbia branch personnel are eligible for special "Man of the Week" awards, through recommendations submitted to the drive captain who will select a winner each week. The awards are being made to those individuals (whether it be in bookings, collections, promotion, or any other area of branch operations) who advance the most imaginative or effective idea in their specific area of responsibility.

Wyler To Direct "Patton"

HOLLYWOOD—William Wyler, who was honored this year with the coveted Irving G. Thalberg Award for "consistent high quality of motion picture production," and who is a three-time Academy Award winner for best director, has been signed to direct "Patton," with Frank McCarthy producing at 20th Century-Fox, Richard D. Zanuck, vice-president in charge of production, announced.

"Patton," to be produced as a roadshow attraction with an announced budget of over \$10,000,000, is based on the biography of the late and controversial George S. Patton, Jr., written by Ladislav Farago and titled "Patton, Ordeal and Triumph."

Pacific Promotes Execs

LOS ANGELES—New promotions and departmental realignments have been announced as part of Pacific Theatres' continuing expansion program.

Jim Barka moves up from maintenance chief to head the purchasing department. Ed Gutzmann will be in charge of maintenance as well as field engineering assignments.

Bonnie Carlile is Pacific's new insurance department topper, coming from a similar post at Waste King Corporation.

Carleton Smith, for years Pacific's insurance and purchasing chief, heads a field team in charge of theatre inventories and properties controls.

Bookers Fete Perlberg

NEW YORK—The Motion Picture Bookers Club hosted a gala cocktail party at the Manhattan Hotel in honor of Marty Perlberg.

Perlberg, past president of the Bookers Club, was recently promoted to vice-president of RKO Theatres. A presentation was made to him and signed by the more than 100 members and invited guests.

Attention Shifts To N. Y. Senate As Classification Push Continues

Millionth Ticket Sold For N. Y. "Fair Lady"

NEW YORK—Stephanie Mayro, 21 of Manhattan, is New York's lucky millionth "Fair Lady."

When Miss Mayro stepped up to the boxoffice of the Criterion Theatre on Broadway to purchase tickets for "My Fair Lady," she became the one millionth patron at the record-breaking world-premiere engagement of the Academy Award-winning Warner Bros. motion picture hit. As a result, she not only received a pair of guest tickets, but she was welcomed by the Academy Award-winning star of the film, Rex Harrison.

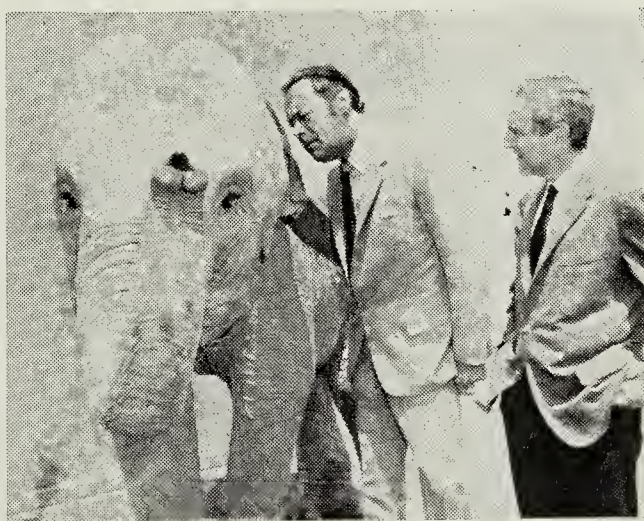
Radnitz, "Miguel" Producer, Honored By Tex. Women

LUBBOCK, TEX.—Robert B. Radnitz, producer of "And Now Miguel," the Technicolor film production based on the Joseph Krumboltz Newberry Medal award-winning novel which is being released by Universal Pictures, was to be honored by the Texas Federation of Women's Clubs at its annual convention here.

Radnitz was to be guest of honor at the banquet tonight (May 11). Following the banquet, "And Now Miguel" was to be shown to the delegates at the Arnett Benson Theatre. The Texas Federation represents some 30,000 Texas women who belong to 950 women's clubs. Between 500 and 600 delegates were scheduled to attend the convention.

Mrs. Blanche Ginnings, president, Texas Federation of Women's Clubs, was to present a special citation to Radnitz at the banquet commending him for his fine record of producing outstanding family films and particularly for the excellence of "And Now Miguel."

"And Now Miguel" is scheduled to have its world premiere in Albuquerque, New Mexico, near where it was filmed, on June 2, followed by a Dallas premiere on June 3 launching a series of territorial openings in Texas, Oklahoma, and Denver.



Rex Harrison and director Richard Fleischer recently examined a pink elephant during the "Doctor Dolittle" kick-off party for the press at the 20th Century-Fox studios in Hollywood. The elephant will appear in the multi-million dollar roadshow attraction.

ALBANY—The spotlight of attention on bills affecting the motion picture industry shifted from the Assembly to the Senate, following overwhelming adoption of several Joint Legislative Committee on Offensive and Obscene Material measures in the Lower House, and recommitment by chairman Jules G. Sabbatino, D-Queens, of the controversial "Adults Only" advertising proposal. Return of the last-named to committee signified death for the current legislative session and possibly future ones.

Assemblyman Sabbatino, who had debated the bill on the original roll call with several colleagues of liberal persuasion and Democratic Party affiliation, drastically amended it to meet their objections. He and counsel John A. Manning, Brooklyn, inserted "knowingly" before "admits or allows to remain in a theatre" an under-18, unless accompanied by parent, guardian, or authorized adult, where a film that had been or was being advertised "For Adults Only" or by words of similar meaning.

Also deleted were "person in the employ for service as ticket seller, doorman, or ticket collector," and other terms as to owner or lessee. Finally, "apparently or" was stricken out before "actually 18."

These changes were made, because other Assemblymen had argued the measure might "punish" motion picture theatre workers "ignorant" of the manner in which a particular film had been advertised. Likewise raised was the question of "stigmatizing" a manager.

Assemblyman Sabbatino, who from the outset had strongly suspected American Civil Liberties Union opposition to the bill, and had twitted several opponents during an exchange on another measure about the ACLU thinking, was prompted by other factors in making the eventual motion for recommitment. One was the fact that several Joint Legislative Committee members were quietly "against" the "Adults Only" amendment to the Penal Law. Another was pressure from fellow Democrats sitting near him in the Chamber to withhold "moving" the bill. A third was the assumption Governor Nelson A. Rockefeller might veto it.

Measures sent to the Senate for approval have a reasonably good chance of being adopted there, in chairman Sabbatino's opinion. He felt certain there would be opposition by some metropolitan area Senators to the "Adults Only" film advertising legislation. There may be to another Assembly-approved bill, designed to clarify the authority of district attorneys and other local enforcement officials in prosecuting the exhibition of "obscene" motion pictures—chiefly under the Penal Law.

It is known that individual exhibitors worked to defeat the "Adults Only" advertising bill and is generally assumed that Motion Picture Association of America did, too.

No Conn. Income Tax

HARTFORD—Governor Dempsey has ruled out a Connecticut income tax.

"Connecticut's attitude toward state or local income taxes is well known," he said. "We have none. We want none. We need none."

He called the state's favorable tax climate "an inviting trademark and one of the principal reasons for our continued economic growth."

AIP Enters "Grand Scale Phase"; \$16 Million Budgeted For 11 Films

NEW YORK—American International enters the grand scale phase of company development with a \$16 million outlay for nine productions, three of which are in the \$3 million class adapted from pre-sold sources, AI heads James H. Nicholson and Samuel Z. Arkoff announced.

The new phase is marked by an all-out effort to obtain top literary and stage properties for films while continuing the company's past leadership in the action, teen-interest, horror, and family type categories of filmmaking, Nicholson said.

"We are negotiating to obtain the services of top name talents and top directors for this new phase of our development which will definitely be on the grand scale of production so successful with pre-sold books and plays," the president declared.

The \$16 million nine picture budget exceeds the company's total production outlay during its first three years of operation.

First of the \$3 million productions will be the Jules Verne science fiction classic, "Rocket to the Moon," scheduled to start location shooting in Ireland in August with an all-star cast that includes Terry-Thomas, Gert Frobe, and Lionel Jeffries.

Others in the multi-million dollar class, now in final stages of negotiation, are screen adaptations of a major Broadway classic musical, and an ultra-spectacular musical comedy—one of which will be made in Europe and the other in Hollywood.

Four of AI's additional million dollar features, each budgeted at \$1 million or more and starting in July, will be made in Hollywood while three will be made overseas as co-productions, Nicholson said.

A record 11 features already "in the can" for AI release are of every category of film making, a number filmed in round-the-world locations.

"Significant in the highly diversified nature of our 17 picture schedule for the remainder of this year and part of 1967 is the fact that

in the aggregate they make up a highly commercial package and yet maintain in content all the ingredients of entertainment chemistry which have been the company hallmark in the past," Nicholson pointed out.

"Our million dollar budgets reflect only production values that will be seen on the screen and not excessive overhead or overpaid actors," he added. "It is a realistic lineup wherein one feature will not be overlooked because of the inflated cost of another. Moreover, our release pattern is such that each feature will be adequately merchandised to get maximum public attention for theatre runs and any subsequent exposure."

First on the list of Hollywood-based productions, with a \$1,400,000 budget is the NASCAR auto racing thriller, "Malibu 500," starting in July. It will be followed by a \$1,250,000 as-yet-untitled "high camp hill-billy comedy" to start here in September, and the \$1 million horror suspense mystery, "It," shooting simultaneously. The fourth Hollywood production will be "Girl in the Glass Castle," a million-dollar musical comedy scheduled to shoot in November.

The other two big overseas co-productions are the \$1,350,000 H. G. Wells classic "2067 A.D.—When the Sleeper Wakes," a science fiction spectacular to be made in London, and the million-dollar remake of the all-time horror classic, "The Golem," to be filmed in November in Europe.

American International's executive vice-president Samuel Z. Arkoff is currently in Europe finalizing the co-productions and supervising final shooting on the sci-fi, "Dr. Goldfoot and the Love Bombs," Nicholson said.

Included in the 11 AI releases "in the can" are "Fireball 500," "All the Wild Angels," "La Dolce Vita," "Bang, You're Dead," "Tokyo Olympiad," "Tarzan and the Valley of Gold," "War—Italian Style," "Trunk to Cairo," "Violent Journey," "Frankenstein Conquers the World," and "The Man from Coney."

Nemec Joins Inflight As Director Of Research

NEW YORK—Boyce Nemec has joined Inflight Motion Pictures, Inc., as director of research and development, it was announced by David Flexer, president.

Nemec, who is known as one of the leading engineering and standards specialists in the motion picture industry, was associated with the development of the first airborne projector which Inflight put into regular commercial service on Trans World Airlines in 1961. He has stayed abreast of the over 70 technical improvements which have been incorporated into all 500 projectors by Inflight's engineering group in the five years since.

As director of research and development for Inflight, Nemec is supervising the newly created projection illumination system, called the Hi-Lite (HL) 400, which Inflight will inaugurate this month. The HL-400, a development which represents an Inflight investment of over a million dollars, was created with the cooperation of the General Electric Company. It delivers four times the illumination of previous light sources. The HL-400 is a new arc light, coupled with special power supplies, light collecting and reflecting devices, and new, complex optics to permit the showing of movies on the wide screen, in full color, even in full sunlight, without the necessity for drawing any of the window shades.

All Inflight projectors on TWA, United Air Lines, Philippine Air Lines, Air France, and Olympic Airways will be equipped with the new HL-400 this spring.

Nemec is a Fellow of the Society of Motion Picture and Television Engineers and served as executive secretary of the Society for 11 years. He was also secretary of the international standards committee on motion pictures and was most recently president of Reevesound Company, Inc.

N.Y. Names WOMPI Slate

NEW YORK—The New York Chapter of Women of the Motion Picture Industry elected Eleanor Kilgour, Embassy, president; Marcia Hack, Buena Vista, first vice-president; Jackie Contini, Fabian, second vice-president; Amy Rohde, MGM, corresponding secretary; Betty Hieke, Fabian, recording secretary; and Rosalind Lieberman, Embassy, treasurer, at their April business meeting. The new officers will be installed at the annual dinner to be held at the Tavern on the Green on June 28.

"Dirty Girls" Declared Obscene; Court Upholds Exhib's Conviction

HARTFORD—"The Dirty Girls," a motion picture "you've never seen anything like . . .," has been held to be obscene, lascivious, indecent, and immoral by the Appellate Division of the Connecticut Circuit Court here in an opinion upholding the obscenity conviction of Baruch S. LeWitt, manager of the suburban Berlin Drive-In.

LeWitt was convicted last November by a New Britain, Conn., Circuit Court judge, fined \$850 and sentenced to 10 days in jail. He claimed the proof of guilt was not beyond reasonable doubt.

LeWitt's attorney, Edwin A. Lassman, said it is likely an appeal will be made to the State Supreme Court.

"The Dirty Girls" was the drive-in theatre's feature attraction several evenings last July.

It is alternately titled "The D-Girls." A detachment of State Police troopers viewed the last scheduled showing and afterwards arrested LeWitt. State Police Major Carroll E. Shaw said it was "the most obscene" motion picture he had ever seen.

The original charge was risk of injury to a minor. It was changed to indecent or immoral exhibition.

The Appeals judges used the U.S. Supreme Court definition of obscenity as being "utterly without redeeming social importance" to brand "The Dirty Girls."

In a concluding paragraph, the Appeals judges found the film "had no scientific or artistic purpose or justification and centers predominantly upon what is sexually perverse and bizarre."



Max Miller, United Artists' mid-eastern regional publicity supervisor, recently introduced Hawaiian beauties Ramona Tong Young and Eno Cole to Richard L. Olanoff, Deputy City Representative, during their visit to Philadelphia on behalf of the forthcoming picturization of James A. Michener's "Hawaii."

By MARK GIBBONS

Marty Rackin Pulls Out All Stops Selling "Stagecoach" To Everyone

HOLLYWOOD—When 20th-Fox's "Stagecoach" is world premiered in Denver next Wednesday (May 18), the film will not be lacking in pre-sell ballyhoo build-up. Producer Marty Rackin handled that chore, personally, and one wonders what the 150-odd members of the world press will have to write about when they junket into the Colorado metropolis. Rackin, just returned to relax in his Beverly Hills home, traversed the highways and byways of the nation as well as jetting the airplanes to sell his picture not only to the press but to hundreds of exhibitors. No major film, especially a classic western re-make, ever had so many tom-toms thumped in a diapason to whoop it up.

While he has tremendous respect for the power of the press, Marty maybe figured that perhaps some movie house operators don't read or perhaps can't afford to subscribe to MOTION PICTURE EXHIBITOR. So he covered all bases with the most whipped-up, tie-in campaign the motion picture industry has ever seen. He sold unrelated enterprises to become partners in his promotional campaign. Before "Stagecoach" flashes across the many screens of the nation, the tie-ins will have spent more than the \$4 to \$5 million it cost to produce "Stagecoach." Marty shoved his exploitation into almost every segment of American life, and he reminded the multifarious exhibitors he visited that "You're on the winning roll of the dice . . . the dice are in your hands and they're hot . . ."; or "What this has, it has a want-to-see for the whole family." Marty also frankly exposed his purpose by stating: "I'm beating a drum. I'm beating a drum to men who have caloused ear drums."

Marty may have annoyed a few exhibitors, but his pre-sell campaign results are reflected in the bookings. It is a known fact that exhibitors in general are willing to bend an ear to anybody who personally sings in praise of an upcoming film. They (the exhibitors) figure that if a person as high as the producer comes out to peddle his product, that film is at least worth considering. Exhibitors trying to win their bread and butter sometimes miss the boat on a "sleeper" because the worth of a film has not been made clear to them. That's what Marty Rackin had in mind when he went out to plug "Stagecoach."

As to the tie-ins, Rackin more than covered the bases. In downtown New York, there will be Pepsi-Cola slickers to cover the front of that office building, and there will be a Norman Rockwell painting of "Stagecoach." The Pepsi people also will roll a stagecoach in the lobby and have Miss Joan Crawford host a cocktail party for the national press, even if the famed actress does represent a soft drink. Coppertan,

the sun lotion folk, are installing window displays in beauty salons, cosmetic shops, and drugstores, in some peculiar way connecting their merchandise with artist Norman Rockwell, Marty Rackin, and all those redskins who attack the "Stagecoach." Then Rackin made a deal with Gold Medal Books to print and distribute 500,000 copies of the novel, "Stagecoach," with, quite naturally, Rockwell for covers and Rockwell for window displays. For people who can hear, Marty Rackin may already count on recordings by Wayne Newton, Dean Martin, and Andy Williams warbling the virtues of "Stagecoach" songs. Jerry Goldsmith, the composer of the "Stagecoach" score, will soon have a sound track in circulation.

On the night of the "Stagecoach" debut, Ken Murray will deliver his network television slot to plugging the picture. At 60,000 sporting goods dealers all over the nation, there will be window displays somehow connected with "Stagecoach." It just so happens that Winchester is celebrating its centennial, and the Winchester panjandruns are mailing out five million copies of their catalogs with, natch, a Rockwell painting of a scene from "Stagecoach." We said that Rackin didn't miss a bet on his ballyhoo junket, but that ain't all. Marty lined up Levi-Strauss, the jean makers, to market a Winchester sport shirt with a stagecoach woven into the retail fabric and Norman Rockwell art displayed with it all over the country. Then Rackin persuaded Cole of California, which rescued the bare bosom bathing suit ban by covering the mammary glands with some sort of a net which didn't conceal anything, to get on the "Stagecoach" bandwagon. Cole currently is touring the country displaying clothing and giving away more than 300,000 Norman Rockwell lithographs. At a nominal charge, Cole will dress every movie usherette in the nation, and zip the "Stagecoach" old west to the new garments. Marty also persuaded the Hat Corporation of America to design and publicize a male head covering branded as the "Stagecoach." It looks like a standard businessman's topper and is being advertised in color in important men's magazines. Quite naturally, there are Norman Rockwell "Stagecoach" paintings as part of the coast-to-coast hat displays.

As for national magazine publicity, Marty has lined up such journals with feature items as Esquire, Look, Pageant, Saturday Evening Post, and others. Marty admits that all the shooting irons and the skin lotions are not going to make "Stagecoach" a blockbuster unless it has merits of its own. He says frankly:

"If the movie clicks, then the tour I made with the whoopla and the tie-ins will be worth the effort."

Utah, Arizona Governors To Attend "Diablo" Bow

SALT LAKE CITY—Governors Calvin L. Rampton, of Utah, and Samuel P. Goddard, Jr., of Arizona, will attend the gala world premiere of Ralph Nelson's "Duel at Diablo" in Salt Lake City on May 12. The international event will be covered by the press of more than a score of European and Latin American nations and the United States who will be flown in. The premiere of the motion picture, starring James Garner and Sidney Poitier, is a joint venture of United Artists and the State of Utah, where "Duel at Diablo" was produced on location by Ralph Nelson and Fred Engel.

Highlights of the premiere festivities will be a luncheon tendered by Governor Rampton and other high state officials and civic leaders; a posh party to be held in honor of the guests and celebrities, and sightseeing tours for the foreign and domestic guests.

The guests will be taken on a day-long trip on Lake Powell, visits to Zion and Bryce National Parks, and stopovers at the scenic location sites of the motion picture, which was filmed in the vicinity of Kanab, Utah. There also will be an overnight trip to Arizona landmarks.

Libraries Thank Industry For Book-To-Film Poster

NEW YORK—The industry's participation in National Library Week has been recognized in a letter from the National Library Week headquarters—"We wish to thank you, the members of the Motion Picture Association of America Advertising and Publicity Directors Committee and all representatives of the motion picture industry, for the fine efforts made to promote National Library Week through your colorful poster 'From Books to Films.'"

A total of 9,500 of this year's library poster was distributed to libraries. Requests from libraries for additional posters totaled over 250.

Marcus Adds Five Theatres

MILWAUKEE—Ben Marcus, president, Marcus Theatres Management Corporation, announced that five more theatres have been added to the chain. They are the 2100 seat SW Warner here; the 1800 seat Venetian and 1200 seat Rialto in Racine; the 1350 seat Sheboygan, Sheboygan; and the 900 seat Appleton, Appleton. Marcus' theatres, all in Wisconsin, now total 47.

ASPCA Names Disney For Once-In-Century Honor

NEW YORK—The American Society for the Prevention of Cruelty to Animals announced selection of Walt Disney as recipient of a once-in-a-century award for his four decades of outstanding humanitarian activities.

A gold medallion will be presented to the Hollywood producer and business executive at the ASPCA's 100th anniversary meeting on May 23.

In announcing the award, James H. Jenkins, president, said that Mr. Disney will be honored for his unique creative efforts which have resulted in a better understanding and love of animals.

The producer's first animal short subject—"Oswald the Rabbit"—achieved fame just 40 years ago, in 1926.

Jenkins said, "We feel that no man in this century has done more to instill a love and appreciation of animals in the hearts of generations of children and adults. It is fitting that the oldest and largest humane organization in the Western Hemisphere honor Mr. Disney on the 100th anniversary of its founding."

One... Two... Three



Columbia Pictures
Presents

JERRY LEWIS
JANET LEIG

3 ON A COUCH
(A JERRY LEWIS PRODUCTION)

co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best

And Introducing

Screenplay by Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth

Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis · COLUMBIACOLOR

WHERE THERE'S THREE ON A COUCH...TH



AND WHAT A WAY TO GO!!!!

**FIVE-WEEK COUNTRYWIDE PERSONAL
APPEARANCE TOUR BY JERRY LEWIS!**

**JERRY HOSTS THE "TONIGHT" SHOW
FOR A FULL WEEK!**

**Giant Opening June 22 in 300-theatre Cleveland,
Philadelphia, Pittsburgh (compo) territories!**

SUMMER BOX-OFFICE FROM  **COLUMBIA**

The NEW YORK Scene

By Mel Konecoff

SEEK AND YE SHALL FIND—ONE WAY OR ANOTHER: WHEN IS A PRESS agent not a press agent? When he's a press agent. This seems to be the philosophy of Jim Moran, who has been variously known as a press agent, publicist, P.R. man, and unorthodox free-lance drum beater who is not adverse to selling refrigerators to Eskimos or the ways of a Bedouin chieftain to U.S. listeners and viewers, as in the case of "John Goldfarb Please Come Home," if it will get him some space and make a few bucks.

When we saw him the other morning in a hotel suite in the Drake Hotel, he claimed he was no longer a press agent but rather researcher for the New York Academy of Terrestrial Magnetism, whatever that may be, and also an author. He is working on two books, one on marriage with which he hasn't had much success and one on photography with which he has.

He sat on a couch with a black blindfold over his eyes, and next to him was a pretty navigational aide named Linda Graves, who attends to his every (well almost every) need while he is in this condition. She even had a special brush to whisk any stray crumbs that may have caught in his beard after dining.

We heard that man in the balcony ask, "What the heck is he getting at?"

Well, it seems that Universal Pictures has a Technicolor suspense comedy starring Rock Rudson and Claudia Cardinale about to be released come Memorial Day, and somebody thought it might be a good idea to put a blindfold on Moran and send him out on a five-week nationwide tour of the country so that proper attention would be called to the film. Naturally, he'll be willing to talk to press, radio, and tv representatives at the drop of a blindfold.

When we saw him, he claimed he'd already had the blindfold on for 24 hours and was determined to keep it on all throughout the tour. In each of the 20-22 cities, Universal will supply attractive navigational aides to help Moran get around not only in his hotel room but to radio stations, tv stations, newspaper offices, etc. He reported that it won't come off at night or in the shower (he's got a waterproof covering), and he may even watch television with it, which may give him a new perspective on some shows.

Turning serious for a brief moment, he observed that after 24 hours this experience has been an eye-opener. No one who can see is really aware of how important eyes can be to a person.

We suggested that if he's really going to keep the blindfold on for five weeks that he wind up the tour with a terrific party and call it his unveiling. As we left, his navigational aide was guiding his hand to his beard so he could really check to make sure it was crumb-free.

SO WHAT ELSE IS NEW? FROM THE DARING PUBLICITY MEN WHO GAVE the world Dynamation and then topped it with Super-Dynamation; from the publicists who sold Batman 24 years before the current craze; from the flacks who sent Mr. Smith to Washington; from the men who put a nation on tenterhooks with weekly installments of "The Shadow" and "Wild Bill Hickok"; from the department that immortalized Dagwood Bumstead on the screen and made the world "Three Stooge" conscious comes word that they've changed their publicity letterhead. We're referring, of course, to the Columbia Pictures publicity department. It's in jazzy blue if you want a colorful description of same.

As for the news itself . . . we'll see.

MAIL NOTE: EUROPIX-CONSOLIDATED IS MAKING AVAILABLE TO EX-hibitors a promotional giveaway consisting of a packet of gag postcards, featuring on one side ghoulish scenes from an upcoming horror program, "The She Beast" and "The Embalmer," with blank spaces reserved for the sender's captions. They can be imprinted with the theatre's name and playdate. The gag cards will be highlighted in newspaper ads, radio and tv spots, and in a special trailer and lobby sheet being prepared by National Screen Service.

THE METROPOLITAN SCENE: ASIDE TO JOCK MACGREGOR: THANKS FOR the kind words the other week. Someday, we'll have to do a piece on how much more alert and showmanship conscious your people are compared to their American counterparts, who ignore the trades as regards many functions, trips, promotions, etc. . . . UA's Fred Goldberg sends along a portfolio of prints from the Illustrated London News drawn by artists who accompanied the Gordon relief expedition to Egypt and the Sudan in 1883. The force was sent to rescue General Charles Gordon, besieged by a dervish army at Khartoum. Many of the episodes have been recreated in Julian Blaustein's production, "Khartoum," to be presented in Cinerama by UA. Charlton Heston and Laurence Olivier star. . . . From Jerry Lewis comes a paste-up slogan, "Stamp Out-In," which should mean something even to a square such as us. . . . UA's Mike Hutner insists on sending us word that "The Russians Are Coming The Russians Are Coming," which we hear is very funny is very funny. . . . Movie stills illustrating the 70-year history and development of the art of cinematography selected from the permanent collection of the Museum of Modern Art will be on display at the Visual Arts Gallery most of May. . . . The Motion Picture Bookers Club has selected the play "Mame" for its first theatre party this year, and they're advising members to get reservations in early as the demand for tickets is big. . . . Raymond Rohauer, film curator of the Gallery of Modern Art, has scheduled comedies of Buster Keaton and W. C. Fields May 10-15. . . . Nick John Matsoukas proposing a 13-month calendar sponsored by "The 13 Against Triskedecaphobia," an anti-superstition organization founded by him.

Cherin To Para. Ad Post

NEW YORK—Barry Cherin has joined the staff of Paramount Pictures' field advertising and publicity department, working out of the home office, it was announced by Bernard M. Serlin, field advertising and publicity manager.

Cherin resigned from the American International Pictures publicity department to accept his new post at Paramount, and was previously with MGM in various publicity and exploitation assignments.

Continental To Introduce "Double-Date" Features

NEW YORK—Walter Reade, Jr., president of Walter Reade-Sterling, Inc., announced that Continental is introducing a brand new marketing idea called the "Double-Date" for the merchandising of two new features.

The Double-Date, he said, is designed to offer two separate feature attractions to theatres—one to play matinees only and the other to play evening performances only. Reade stressed that the sale of one film will not be conditioned upon the sale of the other.

"To the best of our knowledge," Reade stated, "this is the first time a motion picture distributor has recognized that two separate audiences, matinee and evening, do exist and that each audience tends to respond to a different kind of product. This is something that has been taken for granted for years in radio and television programming but now with the Double-Date, motion picture theatres can cope with the same problem.

"There are, of course, some very special films that can play virtually any theatre for 24 hours a day and gross as much money in the afternoon as they do at night. There are, however, other very successful films that, in our opinion, should have been presented as part of a Double-Date package. I think a case in point could be our own 'Room at the Top,' Continental's biggest box-office grosser. 'Room at the Top' did absolutely wonderful business evenings in virtually every theatre it played, but in retrospect, we believe that 'Room's' total film rental would scarcely have been reduced had we permitted exhibitors to play a different feature during the matinees when 'Room at the Top' was playing to virtually empty houses. 'Room' was simply not a matinee picture."

He continued, "The same conclusion, in reverse, can be drawn of many other motion pictures. We all know, for example, that Walt Disney's films are tremendous box-office but it is equally well known that they are most definitely exceptional grossers as matinee films. Generally, at night, in the words of a wise old theatre manager, 'you could shoot an elephant in the balcony.'

"This fact of life of our industry, where we are confronted by pictures that either fill the theatre at night or fill the theatre at matinees but hardly ever do both, points up the need for the Double-Date. We believe that theatres should be booked to please audiences and we further believe that any exhibitor will generate more ticket sales when he Double-Dates and thereby virtually doubles his audience potential.

Reade added, "I'm also convinced that a creatively conceived Double-Date package will allow the exhibitor to equalize his matinee and evening admission prices. If the matinee audience is treated as a first class audience, there is no reason it should not pay for it; indeed, I'm convinced it will willingly pay to see the kind of movies it wants."

He stressed that the Double-Date is not to be confused with current exhibitor practices of scheduling "kiddy" shows for matinees on Saturday and Sunday. He pointed out that such kiddy programs are generally of such limited appeal as to preclude any possibility of general release.

Cooper to Univ. Council

NEW YORK—Edward Cooper, vice-president, Motion Picture Association of America, recently was appointed to the advisory council of the Endowment and Research Foundation, Montana State University.

Film Maker Praises N. Y. Production Techniques

NEW YORK—Paul Heller, president, MPO Pictures, returned after finishing the final underwater sequences of his latest project, "Red Over Red." The film is the first in a series of projects between Heller's company, MPO Pictures, and ABC Films, who will distribute it for television after the theatrical run.

"Red Over Red" is one of the few of the many "talked-about" projects produced with advance television distribution to come to fruition. Heller feels that the successful performance made by his company will stimulate much more activity and marks the first strong step in bringing together the elements required in producing films for both the theatrical and the television exhibition markets in a budget range that can offer strong boxoffice appeals and economic stability.

Heller indicated that predictions of schedule and budget were maintained, and he attributes the achievement to the New York crews whose ingenuity and imagination in arduous location situations made it possible. The idea of making films with the highly trained people in the commercial field was the basis of his association with MPO, the largest single producer of commercials in the industry. "The concept has really paid off," Heller states. The discipline of working on tight schedules and constantly striving to innovate and create new ideas is a basic one in the commercial world, and it is timely and right to apply this talent and energy to the feature film industry."

Committee For Polon Salute

NEW YORK—The formation of an honorary committee for the motion picture industry luncheon honoring Matthew Polon, president and general manager of RKO Theatres, was announced by Charles Boasberg, D. J. "Bud" Edele, and Morey "Razz" Goldstein, co-chairmen of the event, which will be held May 25 at New York's Americana Hotel.

Honorary committee members include Leon Blender, Harry Brandt, Thomas J. Crehan, Edward Fabian, Nat Fellman, Leo Greenfield, Salah M. Hassanein, Fred Herkowitz, Norman Jacketer, Larry Leshansky, Paul Labarus, Morris Lefko, Irving Ludwig, Henry H. "Hi" Martin, Bernard Myerson, Nat Nathanson, James V. O'Gara, Martin Perlberg, Milton Samuels, Joseph Sugar, James Velde, and George Waldman.



Jock MacGregor, London editor, MOTION PICTURE EXHIBITOR, recently received from Kathy Fitzgibbon his tickets for the world premiere of 20th-Fox's "Modesty Blaise" at the Odeon, Leicester Square, London.

LONDON Observations

by Jock MacGregor

IT HAS BEEN "DOCTOR ZHIVAGO" WEEK. AT SUNDAY LUNCHTIME, columnists and photographers gathered at the Dorchester to meet David Lean, cameraman Freddie Young, writer Robert Bolt, Geraldine Chaplin, Tom Courtenay, and Rita Tushingham. On Monday, Julie Christie flew in with her Oscar to grab front page coverages, and in the evening the press had a preview. Tuesday morning saw the opening of an exhibition of the Mollo Historical Research Unit collection of uniforms, weapons, and other historical objects and documentary material used for the film at Gorrings Store. Princess Margaret and the Earl of Snowden attended the premiere at the Empire that night and met the stars and MGM executives headed by Robert H. O'Brien, Maurice Silverstein, and Mike Havas. For the first time, scenes of the foyer reception were transmitted by closed circuit large screen color tv to the waiting audience by the only Eidophor projector in Britain.

Press reviews took much the same pattern as in America. Some were extremely enthusiastic, but many had reservations, particularly regarding the length. Overall, they may have disappointed the creators a little. Instead of the usual day press show, "Zhivago" was previewed in the evening, and critics were asked to hold their notices 24 hours. This, I understand, was recommended by market researchers who claimed that the longer the time a critic had for reflection the better the review would be. Since it is customary for press shows to be held here in advance, the logic behind this research is hard to appreciate. It certainly rankled the Daily Express' Leonard Moseley, who had seen the film in New York and saw it again. He admitted that it does improve by being seen more than once, but ended his second review, "And if British critics are going to need 24 hours to digest it, might not the public feel it is a dish too rich for their stomachs?" Initial audience reaction is outstanding.

FROM A BIG PICTURE TO A BIG MAN IN EVERY SENSE OF THE WORD—Alfred Hitchcock. Here to presell "Torn Curtain," he provided as invigorating a trade press conference (despite this being his 50th picture) as could be wished. Periodically, after a particularly apt but cutting observation, he would have second thoughts and, still chuckling at the implications, request that we forget it. Now 67, he is never lost for an idea—film or otherwise. Anticipating his reaction, I asked if he ever market researched a project before filming. There was a rude noise. He recalled that when "Rebecca" played the Radio City Music Hall in 1940, the producer hired a firm to find why those lining outside wanted to see it, and 93.7 per cent said because it was a David O. Selznick production. He felt that summed up MR. Obviously no great lover of the star system and pained by the enormous salaries paid to many—"It means a picture has to take all that more before it is in profit and my percentage participation becomes effective"—I suggested that since all his pictures are sold primarily on his name, he need not use them. He agreed and blamed tradition, front offices who dreamt of the added grosses stars might bring, and those many exhibitors who still never ask the salesman what a picture is about but only "WHO" is in it.

DESPITE AN ENORMOUS NEWSPAPER AND TV ADVERTISING CAMPAIGN, the saturation release of "Stop the World—I Want To Get Off," shot here in the Mitchell System 35 multi-camera color process, ground to a sudden halt. Some independents whipped it off mid-week. ABC let it complete the week but cancelled future dates. Scratch programs were rushed into South London theatres; and provincial bookings were brought forward to make a showman's and despatch manager's nightmare. The U.K. has not been a happy market for Bill Sargeant. Neither "Hamlet" nor his "Harlow" has opened here. An artist is reported as bemoaning the fact that "World," which never had a West End run, played a circuit and was not shown in an art house. You can't please all the people all the time. The producers of "The Uncle," which has been completed about a year and is believed to be of more specialised appeal, have been complaining that the Rank and ABC circuits have not booked it. I never understand people making such public utterances. Such publicity must create resistance among real moviegoers when a picture is ultimately shown.

NINETY-FOUR PER CENT OF BRITISH CINEMAS ACHIEVED THEIR QUOTA last year, and most that failed did so by only a small margin. Overall, the average was well above the prescribed level of 30 per cent but the proportion for first features was down, from 42.6 per cent for 1964 to 39.1 per cent. ABC played 47 per cent British features and Rank 37 per cent. Protagonists for the creation of a third circuit out of the existing two, allegedly to encourage British production, are doing a vast amount of lobbying among government officials and newspapermen and suggesting that the Monopolies Commission will side with them. If this is so, I hate to think what will happen to production and exhibition here.

RANK'S FRED THOMAS AND CATHAY CIRCLE'S JACK LEVINE WERE MUCH in evidence at the Savoy reception for the press to meet the personnel behind their co-production, "The Quiller Memorandum," before the unit left for Berlin. Producer Ivan Foxwell and director Michael Anderson were supported by the stars, George Segal, Alec Guinness, Senta Berger, and Max Von Sydow. . . . Pathe News' superb Technicolor coverage of the state opening of Parliament by the Queen received an enormous unexpected news-radio-tv boost when members of Parliament complained they had been used as unpaid film extras. . . . Looking in for Sunday on his way back to Johannesburg after seeing "The Bible" in Rome, former Ranker Geoff Martin, now with 20th-Fox South Africa, phoned me for a drink. Publicising 104 theatres and drive-ins, productions, and other entertainment activities, he seemed remarkably happy. . . . "The Silencers" has given Columbia its best opening day on North London release in years, and the pre-release figures for Carl Foreman's "Born Free" are making many rub their hands in eager anticipation. . . . Sam Spiegel attended the opening of the White City Youth Club by Field Marshall Sir Richard Hull. Sponsored by the Variety Club, he had donated \$28,000 towards the cost and has pledged an annual \$2800 contribution towards upkeep. . . . I wonder what that fully stamped but empty envelope bearing a Chelsea post mark should have contained?

How's this for

A BIG HAND FOR THE LITTLE LADY

premieres June 1 at Meyerland Cinema #1 in Houston, Texas, launching giant saturation booking.

**Everything
for the World
movie about**

Here's the box office hand Warner Bros. is giving you... Star-studded caravan rolls across Lone Star State and arrives in Houston, May 30. Mass press, radio and T.V. barrage begins May 31. Same evening Houston's fantastic Astrodome to host stars. Big Blast at N.A.S.A. as A BIG HAND FOR THE LITTLE LADY troupe lunches with Astronauts. Texas High Schools and Senior Proms join in unprecedented hoopla. 50-store tie-in at Meyerland's incredible shopping center. "Battle of the Bands" teen-age contest in front of theatre, open to all non-professional Rock and Roll, Country and Western groups. State-wide, home-town beauty contest with local winner sent to Houston to act as hostess World Premiere. Final winner chosen on eve of Premiere to be followed by a trip to Hollywood for a screen test at Warner Brothers Studios. Touch-All-Bases, Meet-Everyone, Whoop-it-up Texas tour begins on June 2 as Braniff Airlines flies stars to following cities:

DALLAS ★ FORT WORTH ★ SAN ANTONIO ★ OKLAHOMA CITY
TULSA ★ WICHITA, KAN. ★ KANSAS CITY ★ DES MOINES ★ OMAHA

Openers?



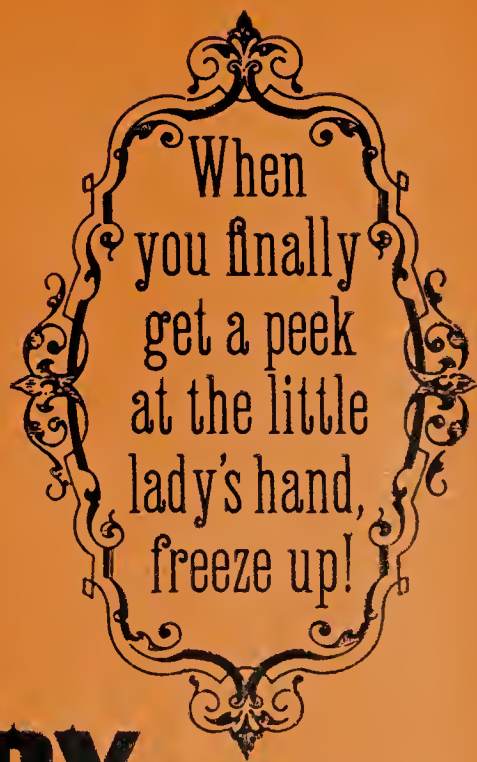
Wild as Texas stacks the deck
Premiere of the wild new fun
The wildest poker game in the west.



HENRY FONDA
JOANNE WOODWARD
and JASON ROBARDS in

FIELDER COOK'S Production of

A BIG HAND FOR THE LITTLE LADY



Co-Starring

CHARLES BICKFORD · BURGESS MEREDITH · KEVIN MCCARTHY

ROBERT MIDDLETON and PAUL FORD

Written by SIDNEY CARROLL

Produced and Directed by FIELDER COOK

TECHNICOLOR® FROM WARNER BROS.



ALBANY

Cris Pope, Schine Circuit booker, resumed work after undergoing minor surgery in Nathan Littauer Hospital, Gloversville. . . . The hardtop the Kallets are building adjacent to New Hartford Drive-in is scheduled to open on July 1. . . . George B. Lynch, Schine Theatres chief buyer, returned to his desk after a Florida vacation. . . . William Morgan's Northway Drive-in, Champlain; and Lillian Henry's Star Dust near Plattsburgh were among ozoners unlocking the gates for the summer season. One of the Catskill Mountain under-skys, that in Greenville, also relighted. . . . Al Glaubinger, United Artists division manager, Kenneth Reuter, Buffalo-Albany branch chief, and Dave Litto, Albany salesman, visited the twin drive-in project under construction at the nearby Village of Menands and were told it will be ready for operation by May 15. . . . Two smaller hardtops are also planned by Cinema Theatres of America for the area. . . . Theatre Network Television, Inc., filed a restated certificate showing a change of name to TNT Communications, Inc. Changes of purposes and provisions were also made in papers recorded with the Department of State.

BOSTON

James Tibbetts, manager, Boston Cinerama Theatre, and previously manager, Loew's Orpheum, has been promoted to managing director, Grand Cinerama Theatre, Columbus, O. Edwin S. Shapiro, vice-president of Trans-Beacon, operating the Cinerama theatres, made the assignment. Paul Peterson is assistant manager of the Boston Cinerama, and Gerald Servant is managing director. . . . Natalie Wood, who became the first film personality to actually accept the Harvard Lampoon's satirical award of "worst actress of the year," flew in to set a precedent in demanding the award. While the Harvard Lampoon has been playing this fun game with Hollywood stars for years, none of them have ever taken them up on it. But, Miss Wood did. She flew in to Boston and was "abducted" by the rival Harvard magazine, Harvard Crimson, editors, whisked to Harvard Stadium, greeted by a crowd of 5,000, then reabducted by the rightful proffers of the award, and presented with a live "Roscoe," a gilded Harvard man named Elliott Cutler. The Harvard Lampoon has been naming "worst" film stars for 28 years. Recipients include Sal Mineo and Kirk Douglas. This year, the Lampoon picked Marlon Brando as "worst actor," and chose Elizabeth Taylor and Richard Burton for "worst picture," "The Sandpiper." Miss Wood made an acceptance speech, a spoof of "Oscar" speeches, and after winning the "Roscoe," presented president Walker Lewis of the Lampoons with the faded sweatshirt she wore in "Inside Daisy Clover." In her acceptance speech, she said: "I would like to thank all the people who have helped me with my career, all those who've given me help and encouragement. Without them, this award wouldn't be possible." . . . "John F. Kennedy: Years of Lightning, Day of Drums," will open at Cleveland Circle Theatre on May 18 through Joseph E. Levine and his Embassy Pictures Corp. The film is being presented by the John F. Kennedy Center for the Performing Arts, Washington, D.C. Joseph E. Levine, Boston distributor, who went on to Hollywood and international fame, will head a distinguished delegation coming to Boston for the opening of the picture, among which will be members of the Kennedy family.

BUFFALO

"The Gospel According to St. Matthew" opened at the Schine Granada. The premiere performance was sold out, sponsored by the Buffalo Jesuit Bureau. . . . Fred Keller, managing director, Circle Art, put on a stage and screen program when he offered "Oedipus Rex" on the screen and the Brandenburg Chamber Orchestra on the stage. . . . The operator of an amusement machine firm in Lockport, N.Y., announces he will appeal a decision by a State Supreme Court judge who has ruled the state sales tax applies to his machines. Howard F. Bathrick said the appeal will be made to the Court of Appeals. Bathrick challenged the sales tax law last year. He opposed section 1105 of the law which exempted machines operated strictly by dimes but imposed the two percent levy on machines taking quarters and half dollars, such as his juke boxes. A hearing was held last January and State Supreme Court Judge Ellis J. Staley ruled the other day in favor of Bathrick. At the same time, however, Judge Steley also ruled that under article 1101 of the sales tax law, all coin machines that provide amusement are subject to the two percent tax. "I won the battle but lost the war," Bathrick commented. "But I will definitely appeal." Bathrick contends the tax is unfair because it places the burden on the operators rather than the consumer as intended. He said he operates about 175 machines. . . . Frank Bassett, Rochester city manager for Schine, declares that the long run of "The Sound of Music" at Kodak Town's Monroe has been bolstered by a great number of theatre parties. . . . Frank Arena, city manager, Loew Theatres, announces that "Cast a Giant Shadow" has been booked for Shea's Buffalo and that "What Did You Do in the War, Daddy?" will follow it. The Buffalo is now enjoying a financially successful run on Paramount's reissued "The Ten Commandments." . . . The Rochesterian who has seen "The Sound of Music" more often than anyone else in Kodak Town is Mark Harloff, chief projectionist at the Monroe since 1929. "I watch it every chance I get and not just for my job's sake," said the factotum of the film booth. "I think it is the most entertaining picture I've ever seen. I never get tired of it." Harloff and his co-workers Louis Goler and Fred Hart, have given the film such loving care that the print now being screened is the original one sent to Rochester more than a year ago from the Fox studios. Harloff said he's had only three breaks in the film during the long run. . . . Gloria Swanson will be honored by the George Eastman House in Rochester in a week of events beginning May 12 in the Dryden theatre. The coming event is the third in the museum's tributes to film artists. Greta Garbo was honored in 1964 and Harold Lloyd last year.

CHICAGO

Chicago turned out to honor its celebrity-author, Jane Trahey, whose amusing book, "Life with Mother," has been adapted to a movie version. The film will have a benefit showing for Mundelein college on May 27 at the Granada. Miss Trahey, president-owner of a New York advertising agency, was the guest speaker and honored guest at a special meeting of the Women's Advertising Club of Chicago in the Mid America club. . . . Moviegoers turned out in great numbers for the premiere benefit showing of "Shop on Main Street" at the Highland Park and the pre-showing dinner at the Orrington Hotel, Evanston, honoring Marie Desmarais, producer-owner of the film. Proceeds from the benefit will aid projects of the Evanston Peace and World Affairs Cen-

ter. . . . "Who's Afraid of Virginia Woolf" is scheduled for its premiere opening here at the United Artists on July 15. . . . Eleanor Parker, film actress, and Chicagoan Raymond N. Hirsch, treasurer of the Blackstone, were married. The couple first met here when she was publicizing one of her pictures three months ago. . . . Bert Nathan, NAC exhibit chairman, reports that as of this date 107 reservations out of an available 141 have been received for the upcoming Motion Picture Theatre Equipment and Concessions Industries Trade Show, Sept. 28-Oct. 1 at the Americana Hotel, New York City. . . . Carnegie Theatre, a part of the Rush st. block recently gutted by fire, will be rebuilt into a new and larger theatre. A 30 story high rise is proposed in the rebuilding program. . . . Holders of Medicare cards will receive Golden Age discounts on tickets to all seven of the Brotman and Sherman theatres. . . . Alliance Amusement Co., Chicago, will build a new indoor theatre in Kokomo, Ind., in the near future. It will be the first house to be built in the town since 1935 and will be named the Southgate. . . . NAC's officers and board members will hold their mid-year meeting on May 25 at the Sheraton-Blackstone Hotel here. . . . "The Agony and the Ecstasy" film engagement at the Cinestage will end its engagement there on May 3. "Years of Lightning, Day of Drums" opens at the house on May 4 on a continuous engagement following the opening night premiere. . . . Women's Variety Club of Ill. held an evening card party in the club rooms at the Pick-Congress Hotel. . . . H.R.H. Prince Philip's visit to Chicago on behalf of Variety Clubs International brought a record turn-out at a \$100 a plate dinner in his honor. Over 1,000 persons were in attendance, producing over \$100,000, half of which goes to Variety Club's charity, La Rabida Sanitarium, the balance going to the Prince's special charities. Officers and directors of the Women's and Men's Variety Clubs gave a tea for the Prince the afternoon of the banquet. David Smerling, chief barker, presented the Prince with a history of Abraham Lincoln as a gift from the club. The Prince was presented to the guests by Jack Clark, International Variety representative, Mrs. David Smerling, and Mrs. Madge Raymer.

CINCINNATI

"A Thousand Clowns" opens at the Times Towne Cinema May 11 with a benefit performance for Variety Tent Three's Sunshine Coach fund. Proceeds from the tickets will go to the fund, Mid-States assuming the expenses of the opening. . . . With the exception of "A Thousand Clowns," patrons were filling theatres to see the nominees and the winners of the Academy Awards. "A Shop on Main Street" opened brilliantly at the Esquire. . . . Roy White, Mid-States president, is on an extended vacation in Florida. M. M. Berger, MGM office manager, has returned from a spring vacation. . . . Darla Nieberding, A-I office staffer, is newcomer to Film Row. She succeeds Ruth Hermann who resigned to be married. . . . Pines Theatre, Pine Knot, Ky., after being closed for a long time, is being reopened May 8 by new owner Mrs. Leone Prater. . . . City Council's finance committee has recommended that Council not change the present theatre admission tax—three per cent on all \$1.05 admissions. When federal taxes were removed several months ago, local theatre owners asked Council to decrease theatre taxes. City Manager W. H. Wichman recommended instead that theatre taxes be increased. In 1965, the city grossed \$156,000 from the tax. Theatre owners are not taking kindly to the recommendation and are asking City Council for a hearing to state their case.

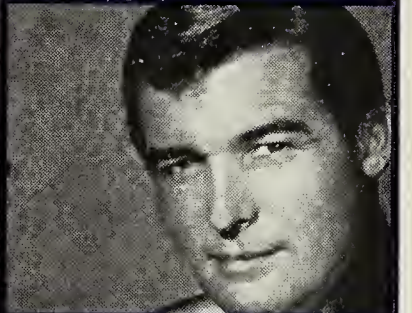
DIVE FOR BOX-OFFICE GOLD THIS SUMMER!



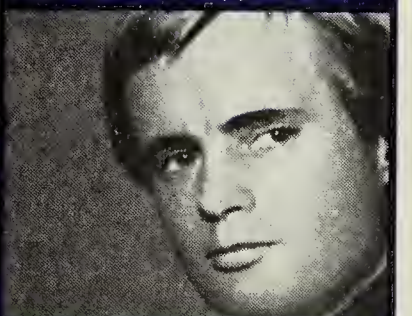
LLOYD BRIDGES
in his biggest
underwater role!



SHIRLEY EATON
the "Goldfinger" Girl!



BRIAN KELLY
Star of "Flipper"!



DAVID McCALLUM
one of your
favorite U.N.C.L.E.s!

METRO-GOLDWYN-MAYER
Presents
AN IVAN TORS
PRODUCTION


In PANAVISION®
and METROCOLOR

All the incredible undersea
inventions of tomorrow
are on the screen today!

AROUND THE WORLD UNDER THE SEA

Starring **LLOYD BRIDGES**
SHIRLEY EATON • **BRIAN KELLY**
DAVID McCALLUM
KEENAN WYNN • **MARSHALL THOMPSON**
GARY MERRILL

Written by **ARTHUR WEISS** and **ART ARTHUR**
Produced and Directed by **ANDREW MARTON**

From M-G-M 
THIS IS THE YEAR OF THE LION

CLEVELAND

The Academy Awards found most of the winners on local screens. Best picture, "Sound of Music," of course, is still at the Ohio, now in its second year. The Continental Art is offering Award winner Julie Christie in "Darling." Best foreign picture, "The Shop on Main Street," is currently on the screen at the Heights and Westwood Art. The Shelley Winters (best supporting actress) film, "Patch of Blue," opened locally last week. Martin Balsam, best supporting actor in "A Thousand Clowns," opened at the SW Vogue and Loew's State April 20. The Lee Marvin best actor vehicle, "Cat Ballou," was the only film missing from local screens, but not for long. . . . Many area drive-ins went to full-time operation. . . . Peggy Wood, former tv star of "I Remember Mama" series, and Academy Award nominee for her role as Mother Superior in "Sound of Music," was in town to give a benefit program for the St. Johns Episcopal Home for Girls in Painesville. . . . The SW Allen is enjoying their best business in a long time with the return of "Ten Commandments," bigger now than 10 years ago when first road-showed. . . . Too bad we cannot report the same good news for "Battle of the Bulge" at the new SW Great Northern, which is being pulled after a weak four week run. "Harper" may be sandwiched in to fill out the commitment. "Harper" has been doing very good business in its first-run engagements here. . . . Mrs. Eno Girard Cole and Mrs. Ramon Tong Young, two beauties from Honolulu, are in town drum-beating for the new UA epic "Hawaii."

COLUMBUS, O.

Manager Sam Shubouf, Loew's Ohio, was made an honorary member of the Columbus Fire Department at a ceremony at the annual press dinner at Desert Inn. Fire Chief Walter G. Strickfaden presented the award, given for "extraordinary services" to the department by manager Shubouf. Loew's Ohio has cooperated for many years with the Fire Department in holding the annual Miss Fire-fighter competition for the benefit ball. . . . Mrs. Pearl Hunt has returned to her desk following recovery from injuries sustained in an auto accident. Mrs. Hunt operates Hunt's Cinestage here and Hunt's McCook in Dayton. . . . Charles Sugarman held a sneak preview of Metro-Goldwyn-Mayer's "The Glass Bottom Boat" at Cinema East. . . . Steel framework for the auditorium of the new General Cinema Corporation 1200-seat theatre in suburban Whitehall has been erected. The new house is located near Town and Country Shopping Center. . . . Film players signed to appear in person in the Kenley Players' summer season opening June 14 at Veterans Memorial include Jerry Van Dyke and Billy DeWolfe in "How To Succeed in Business Without Really Trying"; Richard Chamberlain in "Private Lives"; Gordon MacRae and Julie Newmar in "Kismet"; Connie Stevens and Tom Poston in "Two For The Seesaw"; Edie Adams in "Bells Are Ringing"; John Forsythe in "Who Was That Lady I Saw You With?"; Juliet Prowse in "The Boy Friend"; Mamie Van Doren, Monique Van Vooren, Marilyn Maxwell, Dagmar, Selma Diamond, and Jane Withers in "The Women"; Robert Horton in "Oklahoma"; Walter Slezak in "Oliver"; Carroll Baker in "Gentlemen Prefer Blondes"; and Shirley Jones in "The Sound of Music." . . . Manager James Tibbetts of Grand Cinerama opened a hard-ticket run of Cinerama's "Mediterranean Holiday" May 3.

DALLAS

Funeral services for Leroy Bickel, 89, were held here. He had been Dallas branch manager for Metro-Goldwyn-Mayer film company for 36 years before his retirement. He owned and operated a theatre in Oklahoma prior to coming to Dallas in 1915 as a film distributor. He was branch manager here from 1920 until he retired in 1956. Survivors include a sister and several nieces and nephews. . . . The Crescent, planned as an intimate adult art house, is scheduled to open on May 4 at 11 a.m. It has a seating capacity of 171. The Crescent was converted from an old store building whose interior was torn out to make room for seats, screen on the lobby wall, wood-paneled lobby, and brushed aluminum front. . . . Chuck Connors and Ann Ford ended a 10 day criss cross tour of Texas to publicize Connors' newest movie release, "Ride Beyond Vengeance." The two stars visited El Paso, Abilene, Amarillo, Austin, San Antonio, Houston, Fort Worth, and Dallas. . . . Sol M. Sachs, Continental Pictures, has entered St. Paul Hospital for treatment of a chest cold. . . . J. P. Harrison, city manager, Interstate Theatre Circuit at Denton, Tex., has retired after a career spanning 41 years. He has turned over his duties to Betty Anderson, his longtime assistant. Paul Hudgins, city manager at Paris, has retired. He launched his show business career in 1933. His duties will be taken over by Charles Pomroy, former manager, Plaza, Paris, Tex. . . . Carolyn Shaftner, cashier at the Downs d-i, Grand Prairie, Tex., was robbed of \$572. . . . Wallace Walthall is in the Gaston Hospital in Dallas with pneumonia. Walthall is a veteran with National Screen Service. . . . Willard Cunningham, assistant cashier at Paramount, is recovering from back surgery at St. Paul Hospital.

HOUSTON

The Trail d-i has been closed due to the fact that a portion of the new South Loop will run across a portion of the tract of land upon which the d-i is situated. The marquee sign in front of the soon to be razed Trail now reads: "Closed. Trail's End. Freeway Takes Over." . . . Miss Liz Kitman was winner of the Prettiest Tall Texan Contest held in conjunction with the showing of "Ride Beyond Vengeance," which had its world premiere showing at the Majestic on April 21. Attending was Chuck Connors. Miss Kittman, who is 6 feet $\frac{3}{4}$ " tall, was Connor's date Tuesday night at the Astrodome and participated in the premiere activities at the Majestic and the opening of the new Clear Lake on Wednesday. Other runners-up were Sandi Brinkman, Nell Rose Prather, and Carole Walker, who also participated in the premiere activities. . . . The Broadway and Yale played a triple bill of "Made in Paris," "Harum Scarum," and "Blue Hawaii," and offered free admission to all children under 12 with a parent. . . . Stanley Shelton has been named manager of Interstate's new Clear Lake. The house seats 900 on one level. Col. Shorty Powers was the master of ceremonies of the opening night ceremonies. The Clear Lake was Interstate Theatres' first indoor theatre in the Houston area since 1946. The opening attraction is "The Trouble With Angels." . . . The name of the Avalon has been changed to the Capri and will feature three adult hits on its bill. . . . A dawn to dusk show was held at the Irvington d-i with six features being presented. Free coffee was served to patrons, and the snack bar was open all through the night. . . . In observance of the San Jacinto holiday, the Airline, Pasadena, and Winkler d-i's staged a dusk to almost dawn

five horror hits show. . . . Over 50,000 entries were received in the Oscar contest co-sponsored by the Houston Post and Frizzell Pontiac and theatres of this area.

JACKSONVILLE

The Motion Picture Charity Club has scheduled its second annual outdoor fund-raising carnival at Sunny Acres Park for Handicapped Children on May 7, announced Charley King, MPCC president and local AIP manager. He said that a group of WOMPI members will assist the MPCC organization by setting up a concessions booth for the sale of cotton candy, sno cones, and other items. . . . Patricia Hart, daughter of John Hart, international Co-WOMPI chairman, and Mary Hart, local WOMPI leader, has been accepted for enrollment as a student at Brenau College in Georgia next September. . . . Syd Shapiro is reported to be aiming at a June 1 deadline for the grand opening of his 970-car Mustang Drive-In, St. Petersburg. He also has the Skyview and 28th Street drive-ins in the same city. . . . The Skyway Drive-In, Tampa, operated for many years by J. S. Carscallen, was completely destroyed by one of the tornadoes in central Florida which caused millions of dollars in property loss on April 4. . . . Tony Hoffman, Universal publicist, had a busy two-day period here while Robert Taylor and Geraldine Brooks were making public appearances in advance of the "Johnny Tiger" opening at the suburban Edgewood. . . . Kitty Dowell, local WOMPI president, has been advanced to a booker's post by Robert Capps, MGM manager, following the resignation of Robert Olivier. . . . Robert Pollard, Buena Vista manager, said that the 1966 reissue of "Bambi" will play at the suburban Edgewood in early June. . . . The annual WOMPI election of officers has been scheduled for the board room of the YWCA Building. . . . Mrs. Anne Dillon, former local WOMPI president and current international WOMPI vice-president, was the winner of a set of Teflon cooking ware which was the grand prize in a WOMPI fund-raising raffle on Film Row. . . . Mrs. Iva Lowe, WOMPI manager of the San Marco Art Theatre, returned to her post after being hospitalized for several days. . . . Manohar L. Checker, manager trainee at the downtown Empress and Imperial, remained at home for a few days with an attack of malaria fever.

MIAMI, FLA.

Dick Leonard is the new manager of Loew's, St. Petersburg. He was formerly manager, Tyrone, in that city. He replaces Sig Wexo, who has resigned. . . . Jim Levine, relief manager, Wometco Theatres, has become the newest member of the Wometco Old Guard organization, having reached his seventh anniversary with the theatre circuit. . . . First birthday of the Park East and West Theatres, Winter Park, was celebrated with a giant birthday cake in the lobby for patrons. Carl Jamroga, supervisor, and Cecil Allen, manager, reaped much newspaper publicity in the Orlando area. . . . Wometco Enterprises, Inc., reported all-time record earnings and revenues in the first quarter of 1966 on the occasion of the company's annual meeting in Miami. The company posted a 10.3 per cent increase in per share earnings for the 12 weeks ended March 26, amounting to 43 cents, up from 39 cents a years ago. Net income in the quarter amounted to \$950,212, up 11.1 per cent over prior-year earnings of \$855,561. Gross income in the 12-week period climbed 28.7 per cent to an all-time high of \$10,273,637, from \$7,983,472 in 1965. Cash flow generated from

earnings amounted to \$1,602,112, or 72 cents a share for the 12 weeks, up 20 per cent compared with \$1,340,178, or 60 cents a share in the similar 1965 period. Mitchell Wolfson, president, predicted that "income should be at least 15 per cent better than it was last year, and I am hopeful that the final results may be even higher." He told shareholders about expansion plans for 1966, including the construction of a new 18,000 square-foot laboratory for Reela Films, Inc., in downtown Miami; the arrival of "full color" to Wometco television stations; the addition of high speed bottling equipment at the company's Nashville, Tenn., and Vancouver, Canada, Coca-Cola plants; the construction of a new plant for Wometco's 50 per cent-owned Coca-Cola bottling company in Columbia, Tenn., etc. Wometco's 1965 net income, as previously reported, amounted to \$3,599,846 or \$1.62 a share, up from \$3,053,597 or \$1.37 a share in 1964. Harry Hood Bassett, president, First National Bank of Miami, was elected as a director of Wometco, filling the vacancy caused by the recent death of Comer J. Kimball. All other directors were reelected. Following the meeting, the Wometco board declared a regular quarterly dividend of 14 cents on class "A" stock and five cents on class "B" stock, payable June 15 to stock of record June 1. . . . Wometco's 12th annual summer movie club for children will get under way with the close of school June 7 in theatres in Miami, Boca Raton, Ft. Lauderdale, Coral Gables, Hialeah, Winter Park, Gainesville, Hollywood, and South Miami. Season tickets are being sold for \$1.00 for the 12 weeks. Single tickets will be 25 cents per show. . . . Sympathy was extended to Bill Ozinga, manager, Plaza, West Hollywood, in the death of his wife. Services were held in Lake Worth, their former home, where Bill at one time managed the Skydrome Drive-In. . . . Stanley Stern and wife Madeleine

were among local Variety Clubbers winging their way to London for the international convention of Variety Clubs. Stanley, a vice-president of Wometco Theatres, and Madeleine will go from London to Europe to round out a month's vacation.

MEMPHIS

The special first anniversary showing of "The Sound of Music" at the Paramount was proclaimed by the Mayor of Memphis as "Sound of Music" Week. This was in honor of the film's unprecedented box office record, and the 10 Academy Award nominations it received. Since the film opened at the Paramount on April 7, 1965, it has been seen by more than 219,000 persons, and netted more than \$436,000. Many have been back to see the film five and six times. Lloyd Bailey, Paramount manager, decided to celebrate the anniversary by having a birthday party for 830 children who are helped by the agencies of the city's community fund. He was joined in the party by The Press-Scimitar, local afternoon newspaper; 20th Century-Fox, who contributed the film; IATSE Local 114, the projectionist, all employees of the theatre, and many individual benefactors who provided transportation. The theatre provided a box of popcorn and a cold drink to each child. The tenants in the suburban shopping center where the house is located bought a page in The Commercial Appeal, the local morning newspaper, to congratulate the Paramount upon the anniversary. . . . Chet Hylton, Commonwealth Theatres, announced that Ozark Drive-In, Harrison, Ark., reopened on April 15. . . . Paducah Drive-In, Paducah, Ky., reopened. . . . William Carpenter reopened Jacksonville Drive-In, Jacksonville, Ark. . . . Other Arkansas drive-in reopenings include Lepanto, Lepanto; Elias, Osceola; Sixty-five, Con-

way; and Kenda, Marshall. . . . Cardinal Drive-In, Mayfield, Ky., reopened, and Lake Drive-In, Wynnburg, Tenn., reopened, announces J. U. Burton. . . . Jim Singleton reopened Tommies Drive-In early in April. . . . Starlite Drive-In, Union City, Tenn., reopened on April 14. . . . Strand, Lepanto, Ark., was closed for the season. . . . Mrs. Russell Wilson announces that Sunset Drive-In, Calvert City, Ky., reopened on April 14. . . . W. F. Ruffin, Jr., closes Halls, Halls, Tenn., after the last play-date of May 2. . . . Mrs. Mae Carper, Columbia Pictures, was named the "Woman-of-the-Week" for the third week in April in a competition engaged in by 30 branches of Columbia Pictures. The contest involves several hundred employees, and continues for 15 weeks. Winners are those who have contributed the most toward getting play-dates. Among other ingenious moves in play-date promotions, Mrs. Carper wrote a convincing and interesting letter to all the accounts of the Memphis Columbia branch's accounts. Mrs. Carper is active in the local chapter of WOMPI, and is a former officer and board member. Frank Owen, local branch manager, presented Mrs. Carper with a \$25 Government Bond. . . . The local Variety Club chief barker and Mrs. Eli Arkin headed the list of Memphis area show folks who attended the Variety Clubs International's London convention. . . . Neil Blount advises that he no longer operates Bristol, Memphis.

NEW HAVEN-HARTFORD

Irwin Rosenberg, formerly manager, Central, West Hartford, under the Lockwood and Gordon banner, is now in a sales supervisory capacity with the Nemrow company, wholesale candy-tobacco distributors. . . . Perakos Theatre Associates will spend upwards of \$125,000 in complete remodeling-redecorating

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of the 990-seat Eastwood, East Hartford, preparatory to the subsequent-run going first-run. The move will reduce seating capacity to 850. . . . Bob Carney, Stanley Warner Strand, previewed MGM's "Dr. Zhivago" for opinion-makers prior to the May 25 bow. . . . New Haven Drive-In Theatres interests reopened the New Haven, Post and Summitt Drive-Ins for the season. . . . General Cinema's Milford Cinema, Connecticut Post Shopping Plaza, continues its "Bargain Matinees" on Tuesdays and Thursdays charging only 50 cents for adults. . . . In Springfield, Mass., Irwin Cohen has reopened the long-shuttered Poli, under lease, naming it the Poli Cinema and hosting the western Massachusetts premiere of Embassy's "The Oscar." . . . In Worcester, Mass., John P. Lowe, Redstone Theatres' district manager, apologetically advertised, "Debbie, Just One More Week!" in announcing another holdover of Columbia's "The Silencers," pushing back MGM's "The Singing Nun" at the deluxe Cinema 1. . . . Warners' "Harper" will have its Connecticut premiere at the Central, Hartford, following current long-run engage-

ment of MGM's "A Patch of Blue." Latter has broken a 41-year house record. . . . Norman Pader, MGM home office promotion staff, concluded meetings with F. E. Ferguson and Robert E. Carney on May 25 Connecticut premiere of "Dr. Zhivago" at the Bailey Theatres' Whalley, New Haven, and the Stanley Warner Strand, Hartford. . . . Claudia Martin, star of A-I's "Ghost in the Invisible Bikini," has concluded a New England press-radio-tv interview tour and returned to Los Angeles. . . . RKO General, owner-operator of WHCT-TV (channel 18), Hartford's over-the-air STV (subscription television) experiment, has announced a viewer vacation "gift" for summer months. "Many families are planning to be away on vacation for two weeks or longer beginning with June through September," says a station announcement. "If your family is among them and you do not expect to be watching Subscription TV during some weeks within these months, we will be happy to suspend your service temporarily for either a two week, three week, or four week period. You will not be charged any rental fee as long as you advise us in advance and do not view any Subscription TV programs."

was wearing a black leather jacket and boots, ran into a dark field. Seconds later, Lytle heard a motorcycle start in that direction. . . . Trinity Baptist Church's Chapel Choir sponsored a special showing of "The Sound of Music." Tickets were priced at \$1.25 per person, and all proceeds will be used to finance the choir's summer mission trip to California. . . . Local architect Thomas Ryan was to lecture on "The Cinema as an Art Form" in the Incarnate Word College Auditorium. . . . Conrad Brady, executive of the Interstate Theatre circuit with headquarters in Dallas, was a recent visitor in the city at the San Antonio Interstate city office. . . . The Cinema Arts Theatres sponsored the telecast of the news on KONO-TV immediately following the telecast of the Academy Awards. Tommy Reynolds, well known in local television and film circles, served as commentator and announced the dates of several of the Oscar winners to play the CAT circuit houses. "Dr. Zhivago" has been booked for a road show engagement at the Woodlawn, opening June 10. Oscar winner "Darling" has also been dated at the Woodlawn. "A Patch of Blue" is currently at the circuit's Laurel. . . . The Towne Twin, San Pedro, and Bandera Road d-i's booked for immediate showing the double bill of "Cat Ballou" and "Ship of Fools," both with Lee Marvin, winner of the Oscar for the best actor. . . . The piano team of Ferrante and Teicher have arranged and recorded the themes of more Hollywood pictures than any other group of instrumentalists. The piano players will be in the city on May 7 to play at Sams Memorial Center on the Trinity University campus. . . . Frederic C. Bellinger, travel tour conductor of the Burton Holmes organization, appeared on stage of the Majestic in conjunction with the two showings of "The Grand Tour." . . . Patrons attending the Broadway where the Walt Disney double bill of "The Ugly Dachshund" and "Winnie the Pooh and the Honey Bear Tree" is showing have an extra offer from Eric Brendler, manager. To the first 500 patrons attending the showing every day, one can of Kal Kan cat and dog food is being given away free. . . . The best "David Niven moustache" in San Antonio is in line to receive a large amount of prize money at North Star Cinema I. In conjunction with the showing of "Where the Spies Are," the theatre is sponsoring a contest with a total of \$110 in prizes. Each night, the audience will pick the person with the best moustache of the type worn by Niven in the picture, and this man will receive a \$10 prize. On the seventh night, the six winners will be asked to return, and a panel of three judges will choose the best of the six for a \$50 award. . . . Roy Ragsdale has purchased the Moon-Glo d-i, Junction, Tex., where he already operates the indoor Texan. . . . W. J. Patton has taken over the operation of the Carlile, Dimmitt, Tex. Booking will be done by the Texas Theatre Service. . . . Mrs. Sam Covey was to reopen the Mertzon d-i, Mertzon, Tex., prior to May 1. The d-i has been closed since 1961. . . . The Majestic, Abilene, Tex., has been temporarily closed by Bob Euler for remodeling. . . . A wind storm has damaged the screen tower of the Sunset d-i, Earth, Tex., operated by E. T. Borum.

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NEW ORLEANS

Eileen Kaiser, United Artists; and Genevieve Vedros, Paramount Gulf Theatres, were inducted into the local WOMPI. . . . The WOMPI held their first dance in a long while at ball room of Buds Flower Shop. Carl Heine, Jr., Universal booking section, created the setting for the affair. . . . Mrs. Billie Parker resumed operation of the Hawkins, Newellton, La., which was closed for several months. . . . Frank Patterson reopened the De Soto Drive-In, Mansfield, La., which had been closed for the winter. . . . George Pabst and wife returned to his Blue Ribbon Pictures' office after attending the Arkansas Theatre Owners convention. . . . Robert B. Steuer, executive vice president, Cinema Distributors of America, returned from Hollywood. . . . A recent visitor to Don Kay Film Enterprises was Harry Goldstone, Goldstone Film Enterprises, New York. . . . MGM's "The Singing Nun" opened Gulf States Theatres' newest house, the Shreve City Cinema, located in the Shreve City Shopping Center, Shreveport, La. A large gathering of industryites, and interested residents were in attendance.

PHILADELPHIA

Warner Brothers held a meeting for managers of the eastern division at the Warwick Hotel under the direction of Jules Lapidus, who was in from the home office. . . . MGM's Frank Jelenko was in Hahnemann Hospital. . . . Stanley Kositsky, United Artists, was in northern division of Einstein Medical Center. . . . George Schwartz announced that George Perry, formerly manager of Schine's Strand, Ogdensburg, N.Y., is now managing the Beach, Atlantic City, N.J.

SAN ANTONIO

A gunman robbed the boxoffice of the Towne Twin d-i and apparently fled on a motorcycle. The amount of money stolen was not immediately revealed. Cashier David Lytle said the robber walked up to the boxoffice, displayed a pistol, and ordered, "Put the money in the bag and don't be a hero." Lytle scooped some paper money into a brown paper bag and handed it to him. The gunman, who

SEATTLE

Sal Gandia is in Seattle from MGM's branch operations department at the home office. . . . Terry Crawford, formerly United Artists booker in the Seattle branch, is out of the service and is now the new salesman for UA in Portland.

REVIEWS

The famous pink paper **SAVEABLE SECTION** in which
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 29-year-old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

Vol. 75, No. 14

May 11, 1966

ALLIED ARTISTS

Lemonade Joe

COMEDY
90M.

Allied Artists
(European-made)
(Dubbed in English)

ESTIMATE: Frantic western spoof has its moments.

CAST: Carl Fiala, Olga Schoberova, Vita Fialova, Miles Kopeck, Rudy Dale, Joseph Nomaz. A Tele-Net International, Inc., Production; directed by Oldrich Lipsky; screenplay by Jeri Brdeca and Lipsky.

STORY: Stalwart hero Carl Fiala (Lemonade Joe) saves innocent heroine Olga Schoberova and her missionary father from the villains at a notorious western saloon, earning her love. He sets the family up as proprietors of a competing saloon serving only lemonade, ruining the business of Rudy Dale. Dale's notorious outlaw brother, Miles Kopeck, arrives on the scene and vows to rout the goodies. He guns down the sheriff, and soon the business has returned to the den of iniquity purveying whiskey and women. Kopeck attacks Schoberova, and Fiala returns to rescue her. The hero resists the advances of fallen woman Vita Fialova, earning her enmity. Tricked into drinking the demon rum, which renders him powerless, Fiala is tortured by the villains who defile his spotless white suit with black ink and huckleberry jam. Fialova reforms and rescues him. Reunited with his true love, Fiala reveals himself as the wealthy son of the wealthy owner of the lemonade company he represents. A fierce gun battle results in everybody's death but our hero and heroine. Suddenly, Fiala discovers via common birthmarks that the villains and the fallen women are really his brothers and sister. Papa rides to the rescue, reviving all his dead offspring through the magic power of lemonade.

X-RAY: This frantic farcé is a spoof on westerns as done by European film-makers. It's a funny premise, and they do manage to garner quite a few chuckles. The first reel is really funny stuff, with a mad bar-room fight and the introduction of the lead characters. The villains, black in deed and garb, and the impossibly virtuous hero and heroine, both impeccable in white, are lampooned with every western cliché imaginable. The battles contain good sight gags. However, the performers are forced to hew to the story line, sufficiently goofy but too flimsy to support a feature film. Things tend to get more than a little repetitious, and the laughs are harder to achieve as the running time stretches. All is bathed in yellow, described as LemonColor. It's far-out tomfoolery and may appeal to youngsters in search of wildly different spoofery. Others could find it a bit wearing. It's hard to tell

NOTICE

The **REVIEWS** Section has been expanded to eight pages this week in order to bring reviews to readers as soon as possible. There is no Exploitation Section this week.

where satire leaves off and bad acting begins, but it is easy to tell that Miss Schoberova is a beautiful, amply endowed female. Western clichés, of course, have been lampooned before, and this one doesn't miss a trick. In a sense, we can see ourselves as Europe sees us.

AD LINES: "The Wildest, Wackiest Spoof The Screen Has Ever Seen"; "It Kicks The Pants Off Westerns . . . Go-Go-Go With Lemonade Joe."

Moonwolf

MELODRAMA
85M.

Allied Artists
(Foreign-made)

ESTIMATE: Program filler for duallers.

CAST: Carl Moehner, Ann Savo, Helmut Schmid. Produced by Wolf Brauner and Martin Nosseck; directed by George Freedland and Nosseck; screenplay by Freedland.

STORY: Veterinarian-zoologist Carl Moehner allows his dog, Wolf, to be used in a space project studying survival techniques in outer space. He had found the dog as a pup, only to lose it in a flood in the frozen north. Later, he saw the dog again, and the animal led him to Ann Savo, whom he rescued from a precipice. This brought about a deep friendship, complicated by the fact that Savo was betrothed to Northern woodsman Helmut Schmid. When Wolf is to be returned to earth, they discover that he will land in Arctic terrain near Savo's home. Moehner returns there and persuades Schmid to help him search for the capsule. During their trek through the snow, the jealous Schmid attacks Moehner and accidentally falls to his death. Moehner rescues his dog and returns to Savo.

X-RAY: This starts out as a space adventure but soon becomes earthbound via a trite and rather dull romance between a scientist and a gal from the frozen north. Some location shooting above the Arctic Circle provides interesting backgrounds, but the film has little else to offer. The title is misleading in that it leads one to believe the emphasis will be on space explorations. The low budget offering of indeterminate origin is suited best to fill out the program in double feature situations. Performances, direction, and production are standard. The dog is a handsome animal but he is all too quickly shot into space, and things go downhill after his human co-stars take over.

AD LINES: "Moonwolf . . . An Adventure From The Front Pages Of The Space Age"; "Adventure And Romance From The Frozen North To The Farthest Reaches Of The Universe."

The Party's Over

DRAMA
94M.

Allied Artists
(English-made)

ESTIMATE: Moody "beatnik" drama is intermittently interesting.

CAST: Oliver Reed, Clifford David, Ann Lynn, Catherine Woodville, Louise Sorel, Eddie Albert, Mike Pratt, Maurice Browning, Jonathan Burn, Roddy Maude-Roxby, Annette Robertson, Mildred Mayne, Alison Seebohm, Barbara Lott. Produced by Anthony Perry; executive producers, Jack Hawkins and Jules Buck; directed by Guy Hamilton; screenplay by Mark Behm.

STORY: Young American Louise Sorel is the spoiled daughter of industrialist Eddie Albert. While visiting London, she falls in with a group of beatniks led by Oliver Reed. They live only for "kicks," and Reed is fascinated by Sorel, the only girl he can't possess. Albert sends his protegee, Clifford David, also Sorel's fiance, to bring her back from England. The band of beatniks leads him a merry chase, trying to make a fool of him and keeping him from contacting Sorel. Catherine Woodville, most sensible member of the pack and ashamed of their more thoughtless deeds, tries to help David, and they fall in love. David gets varying stories about Sorel's disappearance, and Albert arrives to help in the search. Sorel is found dead, and David learns the truth. She had too much to drink at a party, and fell to her death from a gallery. One of the beatniks, thinking she was only dazed, made love to her. Realizing what he had done, he committed suicide. David keeps the truth from Albert, allowing him to think Sorel died accidentally. Reed determines to tell Albert what happened and force him to admit that his daughter was no better than any of the other young rebels. At the last moment, he can't bring himself to commit the callous act. David and Woodville have each other, and the party is over for the pack.

X-RAY: This moody drama brings together as unpleasant a group of youngsters, with few exceptions, as has ever graced the screen. This is not to say that the film has no impact, or that it is poorly made or performed. On the contrary, there is a grim fascination to the senseless, pointless behavior of these young rebels living for "kicks"—bored and cynical about a world they did not make—a world which seems to have no relationship to their lives. Their existence is vacuous, drifting, senselessly violent. The bridge between their generation and that of their parents is a long and tortuous one and they have no desire to navigate it. Their relationships with one another are casual, cruel, and possible only because no one expects or demands anything from anyone else. This is a meaty subject. The dramatic framework, which is rather trite and only spasmodically interesting, is weak. The un-

deniable merit of the film lies in thoughtful direction and some good performances, most by relatively unknown players. Eddie Albert contributes a skillful cameo, particularly in a well played scene in which he learns of his daughter's death. Oliver Reed, beatnik leader, is also effective in a role the motivation for which is difficult to determine. Only the force of his personality makes his character interesting. Lovely Catherine Woodville is also an actress of more than passing interest. These youngsters will be heard from again. Adults may wonder what these youngsters are rebelling against. Some teenagers may identify in varying degrees with the characters, for the beatnik is an international phenomenon. The rather seamy and steamy plot makes this more suitable for adults than youngsters, but its appeal is probably going to be just the opposite. It will fill out the program in general situations and might attract a little attention among art film devotees. A low budget offering on an unpleasant subject, it does have the power to disturb.

AD LINES: "What Really Happened To Melina That Night At The Wild Party? So Shocking It Could Only Be Told In Whispers"; "They Were Banned By Society . . . But They Liked It That Way."

AMERICAN INT.

The Girl Getters

DRAMA
93M.

AIP
(English-made)

ESTIMATE: Well-made tale of resort romances.

CAST: Oliver Reed, Jane Merrow, Barbara Ferris, Julia Foster, Ann Lynn, Guy Dolman, Andrew Ray, John Porter Davison, Clive Colin Bowler. Produced by Kenneth Shipman; directed by Michael Winner.

STORY: Summer in an oceanside resort town in England brings not only the warm sun, but also masses of vacationers, among whom are girls and boys in search of fun and each other. Oliver Reed, candid cameraman who snaps vacationers as part of his living, is leader of a group of boys in search of some girls who like to play. His photography job makes it easy to locate them, after which a system they have worked out takes over, and the fun begins. Reed has been doing quite well over the seasons, and the others have had their fun, with some even getting married to the girls they meet. Reed is impressed with model Jane Merrow, who has arrived with her wealthy father to spend a brief holiday. He falls in love with her, and she has some fun with him. As the season draws to a close, he decides to give up the beach existence and go to London to be reunited with Merrow. The latter informs him that she won't be going to London for several months as she first has to go to Rome to do some modeling. A crushed Reed tries to shake off the news and join the celebration on the beach marking the season's end. His heart isn't in it.

X-RAY: The beach resorts are where the boys and girls are, and it's only natural that romances, entanglements, etc., will follow. Many of the young people have their flings, and this tale of their deeds and misdeeds has its dramatic moments, romantic interludes, and even a few bits of comedy, action, etc. The cast accounts for itself rather well, and direction and production are good. The entry can go in either the art spots or many regulation houses, where mature teeners and their elders congregate. There is a certain naturalness to

be found here that audiences will find intriguing and enchanting. The screenplay is by Peter Draper.

AD LINES: "Anything Can Happen On The Beach In The Summertime—And Does"; "A Girl A Day Keeps Boredom Away."

The Great Spy Chase

COMEDY MELODRAMA
87M.

AIP
(Filmed abroad)
(Dubbed in English)

ESTIMATE: Cute spoof of spies in action.

CAST: Lino Ventura, Bernard Bleir, Francis Blanche, Mireille Darc, Charles Millot, Andre Weber, Jess Hahn, Jacques Balutin, Robert Dalban, Michele Marceau. Executive producer, Alain Poire; produced and directed by George Lautner.

STORY: When a scientist dies in Paris, four secret agents from France, Switzerland, Germany, and Russia show up at the funeral to pay their respects and also have a go at getting a collection of patents from the widow, Mireille Darc. There is also an American on the scene now and again offering fantastic amounts of money for the rights. She invites the foursome, who pose as relation, friend, priest and doctor to her dead husband, to spend some time with her. During the visit, they try to eliminate each other while killing off hordes of orientals, who invade the house in search of the secrets. The Frenchman, Lino Ventura, gets the inside track by appealing to her romantic urges, even intimating a marriage in the future though he is already wed. Ventura and Darc steal away to Madrid where the papers are in a bank, and for a time, he has difficulty holding onto them. He finally does win out, and one assumes that he will become a bigamist with Darc—all in the line of duty.

X-RAY: Wild and funny is this action-filled import that serves as a broad spoof on the current crop of spy entries. Audiences should get a charge out of the fast-moving proceedings. Performances are fun, and direction and production are capable. Audiences seeking a rapid-paced hell-raiser on the comic side should go for this entry, which should make up well as part of the show. The script is by Michel Audiard and Albert Simonin.

AD LINES: "The Wildest And Funniest Spy Thriller Ever"; "A Fun-Filled Espionage Comedy Treat."

CONTINENTAL

Contest Girl

DRAMA
99M.

Continental
(CinemaScope)
(Color)
(English-made)

ESTIMATE: Interesting import.

CAST: Ian Hendry, Janette Scott, Ronald Fraser, Edmund Purdom, Jean Claudio, Kay Walsh, Norman Bird, Janina Faye, Tommy Trinder, David Weston, Francis Matthews, Linda Christian, and bathing beauty queens from various countries. Produced and directed by Val Guest; executive producer, Earl St. John.

STORY: Janette Scott, good-looking, young typist on holiday at a British seaside resort, agrees to help newspaperman Ian Hendry and photographer Ronald Fraser with a story on the resort's facilities. Hendry encourages her to enter a small beauty contest. Though she loses, she listens to his pitch that she has possi-

bilities and eventually agrees to give the beauty contest racket another fling. Under his guidance, she leaves home and does meet with success at some of the contests. He also finds that he is falling in love with her as her character changes to one of being willing to do anything to win. Along the way, she meets film star Edmund Purdom and promoter Jean Claudio, who help her, but she doesn't quite win the big international contest. As time passes, Hendry goes back to his job on the paper. Scott is asked to pick the winner of a new contest, where she finds her sister an entrant with hair dyed and all the other bits of the trade. She panics and runs away, coming face to face with Hendry.

X-RAY: What happens to an ordinary girl with looks when she becomes enmeshed in the fight for money and glory in the beauty contest circle makes for interesting viewing in both art and some regular spots. Some of the revelations and the scenic settings add to the entry's effectiveness, and it could do okay as part of the show. The title will provide some showmen with the opportunity to hold their own bathing beauty contest. Performances are efficient, and direction and production are good. The screenplay is by Robert Muller and Val Guest.

AD LINES: "A Shocking Expose of Beauty Contests"; "She Was Willing To Do Anything To Win."

Gulliver's Travels Beyond The Moon

CARTOON
85M.

Continental
(Color)
(Japanese-made)
(English dialogue)

ESTIMATE: Good for kiddies and family trade.

CREDITS: Produced by Hiroshi Okawa; directed by Yoshio Kuroda; screenplay by Shinichi Sekizawa; animation director, Hideo Furusawa; original songs and music by Milton and Anne Delugg.

STORY: Ricky, an orphan, sneaks into movie theatres, intrigued by the on-screen adventures. One in which he becomes absorbed is the adventures of Gulliver. Thrown out, he makes the acquaintance of a toy soldier in a trash can, who tries to cheer the lad up, and of a homeless little dog. All three go to a darkened amusement park. In order to escape the guards, they take a trip on a rocket which lands them deep in the forest. There they discover Dr. Gulliver, who has been working on a space ship to go to a distant planet. Ricky persuades him to make the trip although Gulliver is reluctant because of his age. The four of them and Gulliver's pet crow take off, and after some hardships, they are forced to land on a star. They are surrounded by robots and rescued by a princess, who invites them to dine with her father, the king. Other mechanical monsters attack and carry off the princess and the dog. Ricky, Gulliver, the soldier, and the crow attack the invading robots with water, which disintegrates them. The princess and dog are rescued, and beneath her shell is a real girl. She explains that they were forced to use protective devices because of the robots. Now with the forces of evil destroyed, they can emerge and live a more normal existence. Back on earth, Ricky starts off a new day with his friends, ready for anything that comes along.

X-RAY: Youngsters and family audiences will best appreciate this adventure cartoon that offers quite a bit of action, intrigue, and bits of comedy. It could have been tightened a bit to make it more effective, perhaps by eliminating some of the musical bits and pieces. Still, it accomplishes its purpose quite well. The ani-

mation and other technical aspects are expertly handled, and the title offers much in the way of exploitation value. It should give a good account of itself.

AD LINES: "Fun And Adventure In Space"; "The New And Thrilling Adventures Of Gulliver, Who Takes To The Hazards of Space."

MGM

Lady L

COMEDY
107M.

MGM
(Panavision)
(Color)
(Filmed abroad)

ESTIMATE: Attractive entry has angles and names.

CAST: Sophia Loren, Paul Newman, David Niven, Claude Dauphin, Phillipe Noiret, Michel Piccoli, Marcel Dalio, Cecil Parker, Jean Wiener, Daniel Emilfork, Eugene Deckers, Jacques Duphilo, Tanya Lopert, Catherine Allegret, Peter Ustinov. Produced by Carlo Ponti; directed by Peter Ustinov.

STORY: Lady Sophia Loren returns to her mansion in the English countryside, where she is greeted by a multitude of famous and highly-placed persons on the occasion of her 80th birthday. Among these is Cecil Parker, who has been commissioned to write her biography. Later, she gets a chance to reminisce with him, and she recalls how she did the laundry for a pleasure house in Paris in the 1900's and turned down bids from the proprietor to join the other girls. Just about this time, Paul Newman, who has robbed a bank, takes refuge in the house and drags Loren into bed with him because inspector Claude Dauphin is close on his trail. The inspector leaves under the impression that he is interfering with the pleasures of a cabinet minister. Newman escapes from France, taking Loren with him to Switzerland. They live together while Newman pursues his idealistic tendencies to rob the rich to give to the poor. He joins some anarchists planning to execute Prince Peter Ustinov when he arrives in Nice, and not even the news that Loren is to have a baby deters him from his cause. She leaves him, goes to Nice, and meets wealthy British Lord David Niven, who falls in love with her and offers to marry her. The assassination plot fails because Loren has substituted a dud for the real bomb, and Niven gets both of them out of the country on his private train. In Italy, tired of Newman's constant plotting, Loren accepts Niven's proposal. A son is born to them in England, and on their seventh anniversary, Newman reappears and persuades Loren to hold a costume party so he can rob the guests. This is foiled by the arrival of Dauphin, still on Newman's trail. Newman winds up as chauffeur for Niven and Loren and the father of her numerous children. Niven, her husband in name only, soon dies of an incurable illness. The great Lady L was married to Newman all along.

X-RAY: The "name" cast gives the impression that a lot of fun was found in the filming, and there may be many viewers who will feel the same as they try to follow the incredible story. This is lightness and nonsense all the way, dressed in color and comforted by okay performances and enchanting direction, as well as lavish production values. Audiences with a touch of sophistication may get more chuckles to the running time than will others, but this could be a matter of opinion. To sum up then, this is a lightweight, gay, and at times uneven comedy that could please many audiences seeking screen fare that's a bit on the

wild side. Peter Ustinov wrote the screenplay based on the novel by Romain Gary. The prominence of the top cast members should provide a certain amount of help at the box-office. It is a satisfactory entry, but still manages to miss the entertainment bullseye.

AD LINES: "The Gal No One Could Forget"; "Lady L' Is Swell And Fun All The Way."

PARAMOUNT

The Bellboy

COMEDY
72M.

(R-6529)
Paramount
(Reissue)

ESTIMATE: Mildly amusing Jerry Lewis entry.

CAST: Jerry Lewis, Alex Garry, Bob Clayton, Sonny Sands, Eddie Schaeffer, Herkie Styles, David Landfield, Bill Richmond, Larry Best, and guest stars Milton Berle, Cary Middlecoff, The Novelities, and Joe Levitch. Written, produced, and directed by Jerry Lewis.

For complete review, please refer to page 4722, of July 20, 1960.

The Last Of The Secret Agents?

COMEDY
90M.

Paramount
(Color)

ESTIMATE: Generally amusing comedy.

CAST: Marty Allen, Steve Rossi, John Williams, Nancy Sinatra, Lou Jacobi, Carmen, Theo Marcuse, Connie Sawyer, Ben Lessy, Remo Pisani, Larry Duran, Wilhelm Von Homburg, Aida Fries, Harvey Korman. Produced and directed by Norman Abbott; associate producer, Mel Tolkin.

STORY: Marty Allen and Steve Rossi, a couple of Americans in France getting by doing odd jobs, accidentally come into possession of a note for which many die. This brings them into forcible contact with John Williams, head of an organization dedicated to recovering stolen works of art taken by a ring headed by Theo Marcuse. Their job is to locate the hiding places of the masterpieces. Allen and Rossi are given a trick umbrella with all kinds of defensive and offensive gimmicks to assist them. They eventually show up at a cafe owned by Lou Jacobi, who doesn't approve of his daughter, Nancy Sinatra, being in love with Rossi. They get a job with a band supplying dance music to a party in Marcuse's house, and they do locate the hiding place of the art treasures. It opens via a special gizmo carried by Marcuse. They discover a plot to steal the Venus de Milo and are instructed to stay with Marcuse. They succeed in fouling up the plot and helping the police round up some of the gang members. They next concentrate on stealing the device to open the vault in Marcuse's house. With Williams and Sinatra, they enter and are trapped by Marcuse and his men. They overcome the evil ones, and Rossi marries Sinatra. Everyone believes that the art treasures of the world are safe until someone is seen stealing the Statue of Liberty from its resting place.

X-RAY: "The Last of The Secret Agents?" is not the funniest film ever made. Still, there will be many people who take to the nonsensical entry with its spoof plot and slapstick. The team of Allen and Rossi has grown in popularity, and this, plus some selling angles, personal appearances, etc., should bring about some good returns come theatre unveiling time. A

sneak preview audience was moderately amused by the lightweight story, average performances, and okay direction and production. The entire proceedings are entirely in and for fun, and much of its objective is accomplished for youngsters, families, etc. Several musical numbers are heard during the unreeling. The screenplay is by Mel Tolkin, based on a story by Norman Abbott and Tolkin.

AD LINES: "The Hottest New Comedy Team In The Funniest New Spy Film"; "Chase Your Blues Away Helped By The Nonsensical Fun of Allen And Rossi."

The Psychopath

MELODRAMA
83M.

Paramount
(Technicolor)
(Techniscope)
(Filmed abroad)

ESTIMATE: Fairly interesting thriller.

CAST: Patrick Wymark, Margaret Johnston, John Standing, Alexander Knox, Judy Huxtable, Don Borisenko, Colin Gordon, Thorley Walters. Produced by Max J. Rosenberg and Milton Subotsky; directed by Freddie Francis.

STORY: Four men who gather regularly to play their musical instruments together are murdered one by one, with a doll made in their likeness left at the scene of each crime. After the death of the first, the doll is traced to Margaret Johnston, whose husband was a German arrested by the Allied High Commission. He later committed suicide. Her entire home is populated by dolls with whom she holds all kinds of conversations. Inspector Patrick Wymark questions her, but she denies all knowledge of the doll. Her son, John Standing, a night watchman, remonstrates over the questioning of Johnston, an invalid in a wheel chair. Another of the foursome, Alexander Knox, objects to his daughter, Judy Huxtable, becoming serious with American medical student Don Borisenko. Knox is found dead of poisoning. After all four are dead, Wymark learns that they were all part of the group who sent Johnston's husband to jail on false charges. It is obvious that Johnston has been behind the deaths engineered by her son, who is also a victim, being turned into a huge doll. Huxtable helps Wymark clear up the mess.

X-RAY: Here is an okay psychological suspense thriller that should provide a number of chills for audiences who go for this type of film fare. There's enough happenings, mystery, etc., to keep adult audiences occupied until the revealing end. Adequate performances and serviceable direction and production are in order, with color making the blood seem gorier and the events more horrific. It should do okay as part of the show. The screenplay is by Robert Bloch.

AD LINES: "A Chilling Experience In Terror"; "Four Murders Follow 'The Psychopath'."

Visit To A Small Planet

COMEDY
85M.

(R-6528)
Paramount
(Reissue)

ESTIMATE: Amusing Jerry Lewis comedy.

CAST: Jerry Lewis, Joan Blackman, Earl Holliman, Fred Clark, Lee Patrick, Gale Gordon, Ellen Corby, Jerome Cowan, John Williams, Barbara Lawson. Produced by Hal Wallis; directed by Norman Taurog.

For complete review, please refer to page 4674, of Feb. 3, 1960.

20th CENTURY-FOX

Modesty Blaise

MELODRAMA
119M.

20th-Fox
(Color by DeLuxe)
(English-made)

ESTIMATE: Real wild entertainment in the spy category.

CAST: Monica Vitti, Terence Stamp, Dirk Bogarde, Harry Andrews, Michael Craig, Scilla Gabel, Tina Marquand, Clive Revill, Rossella Falk, Joe Melia, Lex Schoorel, Sylvan, Jon Bluming, Roberto Bisacco, Sara Urzi, Giuseppe Pagnelli, Alexander Knox. Produced by Joseph Janni; directed by Joseph Losey.

STORY: The British Government decides to give a fortune in diamonds to an Arabian sheikh for oil concessions, and since there are rumors that attempts will be made to steal the gems, secret service chief Harry Andrews hires adventuress Monica Vitti to circumvent the would-be thieves. Because he doesn't trust her completely, she and accomplice Terence Stamp are only told part of the plan to transport the fortune, namely that a jet plane is to be used from Holland. The gems are really being taken via freighter. Plotting to get the diamonds is arch-criminal Dirk Bogarde, an old enemy of Vitti's. Vitti and Stamp survive several attempts on their lives in Amsterdam, and when she learns that the British have not trusted her entirely, she decides to go after the diamonds for herself. She and Stamp go to Naples where the freighter is due to stop. She is contacted by Bogarde who wants to meet her on his ship under a flag of truce. He offers her a partnership, and when it's refused, he takes her prisoner and blackmails Stamp into helping get the gems. The fortune and the hostages are taken to Bogarde's island, and again she refuses to give up Stamp and join him. They manage to escape, and with the aid of hidden gadgets manage to summon help and overcome their captors. The jewels are delivered, but Vitti may yet wind up with them as a reward. Prisoner Bogarde seems destined to survive as a henchman makes an attempt to free him.

X-RAY: There's nothing modest about Modesty Blaise, who takes on all manner of men and adventures. What results is a real slam-bang, wild, and at times weird melodramatic entertainment guaranteed to keep viewers awake and aware, if only to wonder what's coming next. There's all manner of happenings, including trickery, treachery, thrills, action, gimmickry, love-making, murders, etc., etc. Like someone once said—they'll either love it big or they'll shrug it off. The way that the opinion pendulum swings is the way that the boxoffice will go. Incidentally, for the uninformed, there is a comic strip in some papers by the same name on which the screenplay by Evan Jones is based. There should be a certain awareness, therefore, of who or what Modesty Blaise is. The acting is good in this super-spoof, and the direction is unusual, to say the least. We do wish that a bit more attention had been paid to making a little more of the dialogue clearer. The production values are off-beat and lavish at times. It's the in-in picture of the moment.

AD LINES: "Once You See Her, You'll Never Forget Her"; "The Most Unusual Adventure Film Ever."

The Reptile

MELODRAMA
90M.

20th-Fox
(Color by DeLuxe)
(English-made)

ESTIMATE: Exploitable programmer.

CAST: Noel Willman, Jennifer Daniels, Ray Barrett, Jacqueline Pearce, Michael Ripper, John Laurie, Marne Maitland, David Baron, Charles Lloyd Pack, Harold Goldblatt, George Woodbridge. Produced by Anthony Nelson Keys; directed by John Gilling.

STORY: After his brother meets death suddenly and mysteriously in a small, distant village, Ray Barrett and his wife, Jennifer Daniels, travel to the village to claim his brother's cottage. At the pub, they are shunned as strangers except for owner Michael Ripper, who is concerned about their plans to live in the isolated house. There is the death of a demented local character, and Ripper admits that this is another in a number of mysterious deaths. Jacqueline Pearce, daughter of Noel Willman, owner of a large house in the woods, tries to make friends, but Willman discourages this, although agreeing to have Barrett and Daniels over for dinner, which is not very pleasant. Ripper agrees to help Barrett try to solve the mystery behind the deaths, and they exhume the bodies of the most recent victim, as well as that of his brother. They discover bite marks on their necks. Barrett returns home to find a note from Pearce asking for help. He goes to the Willman house and searches the many rooms until he comes across Pearce, who is not a pretty girl but rather a snake-like creature. She bites him, but not deeply, and he is able to stagger home. He is nursed back to health by Daniels and Ripper, and she decides to pay a visit to Willman. He explains that his daughter was turned into the snake-like creature because he invaded the privacy of a Malayan cult. He accidentally starts a fire but refuses to allow Daniels to escape. Barrett manages to rescue her while the others perish in the flaming house, presumably bringing to an end the cause of the mysterious deaths.

X-RAY: There's quite a bit of exploitable horror, mystery, and suspense to be found in this import that uses color to advantage. Performances are fair, and direction and production are adequate. The running time could have been shortened to give the tale greater impact and a faster pace, but otherwise, the entry serves its purpose. It should do okay as part of the program. The screenplay is by John Elder.

AD LINES: "Half Snake And Half Woman, She Terrorizes A British Village"; "A Shocking Thriller Not For The Weak Of Spirit Or Heart."

UNITED ARTISTS

Don't Worry, We'll Think Of A Title

COMEDY
83M.

United Artists
(Schenck)

ESTIMATE: Comedy will have to depend on names.

CAST: Morey Amsterdam, Rose Marie, Richard Deacon, Tim Herbert, Jackie Heller, Joey Adams, Andy Albin, Michael Ford, January Jones, Carmen Phillips, Henry Gordon, and appearances by Danny Thomas, Forrest Tucker, Irene Ryan, Milton Berle, Steve Allen, Carl Reiner, Slapsy Maxie Rosenbloom, Nick Adams, Cliff (Charlie Weaver) Arquette. Executive producer, Aubrey Schenck; produced by Morey Amsterdam; associate producer, Hal Klein; directed by Harmon Jones.

STORY: Morey Amsterdam works as a cook in a roadside cafe owned by Richard Deacon, with Rose Marie and January Jones serving as waitresses. Amsterdam drives everybody crazy with his gags and accidents. Carmen Phillips,

sexy foreign spy, arrives and identifies Amsterdam as a defected foreign cosmonaut, who left with valuable papers. She is instructed to keep an eye on him. A lawyer informs Jones that she has inherited a campus bookshop from a dead uncle, and she leaves to take over. Deacon is fed up with the antics of Rose Marie and Amsterdam and fires them both. They wind up with Jones, helping out in the book store. Michael Ford, a friend of her lawyer, also shows up to help Jones with the paper work. A romance blossoms between them. After a number of complications, bodies, attempts on Amsterdam's life by the foreign agents, Ford is revealed as an FBI man sent to keep an eye on things. The real cosmonaut is discovered elsewhere, and the pressure comes off Amsterdam. A couple of would-be bank robbers are also uncovered working in the shop's cellar trying to tunnel into the vaults next door.

X-RAY: Morey Amsterdam and Rose Marie, regulars on the Dick Van Dyke television show and capable comics in their own right, are the spark plugs in this entry that is weakened by an unfunny script and only moderately amusing situations. Their quips may amuse the unsophisticated, and brief appearances by the stars listed above may be of some value. On the whole, however, the entry disappoints. Performances are fair, as are direction and production. Still, it can serve in the supporting slot of the program because of the "names" and popularity of the leads. The screenplay is by John Hart and Morey Amsterdam.

AD LINES: "A Riot Of Laughs With A Cast Including Guest Stars Of Note"; "Was He As Screwed As He Seemed Or Was He A Defected Foreign Cosmonaut?"

UNIVERSAL

And Now Miguel

DRAMA
95M.

Universal
(Technicolor)

ESTIMATE: Fine entry for youngsters and family trade.

CAST: Pat Cardi, Michael Ansara, Guy Stockwell, Clu Gulager, Joe DeSantis, Pilar Del Rey, Peter Robbins, Buck Taylor, Edmund Hashim, Emma Tyson. Produced by Robert B. Radnitz; directed by James B. Clark.

STORY: Every summer, Michael Ansara takes his flock of sheep to the mountains to graze. He's aided by his older son, his brother and his father, Joe DeSantis. Ansara's second son, 10-year-old Pat Cardi, yearns with all his heart to go along, but Ansara puts him off as not ready yet and too young. He tries to show in various ways that he is ready by helping with the chores around the ranch, with the branding and shearing of the sheep, etc. He confides his hopes in artist-friend Guy Stockwell, who encourages prayer and patience. After the shearing, a violent storm causes a number of sheep to run off. Cardi joins in the search on his own, eventually finding the lost flock members. In shepherding them home, he is menaced by wolves. Prayer and his searching father make the outcome right, bringing praise from Ansara. Later, when Ansara is about to leave with the flock for the summer trek to the mountains, he suddenly invites an overjoyed Cardi along.

X-RAY: The impatience of a 10-year-old to grow up and do the work of an adult with the family flock of sheep results in a heartwarming entry that should please youngsters and family audiences alike. The only visible villains to be found here are a few wolves, who menace some lost sheep. Otherwise, it's pleas-

ant entertainment that's well made, appropriately dressed in helpful color, and containing good performances and capable direction and production. Practically the entire film was made on location. With a theme of wholesome family life and ordinary incidents, this should receive the endorsement of many groups and publications. It should make a welcome addition to the show.

AD LINES: "A Wonderful Adventure About A Boy and How He Grew Up On A Ranch."

Arabesque

COMEDY DRAMA
105M.

Universal
(Technicolor)
(Made in England)

ESTIMATE: Lavish, suspenseful comedy-drama has potent cast.

CAST: Gregory Peck, Sophia Loren, Alan Badel, Kieron Moore, Carl Duering, John Merivale, Duncan Lamont, George Coulouris, Ernest Clark, Harold Kasket. Produced and directed by Stanley Donen; screenplay by Julian Mitchell, Stanley Price, and Pierre Marton.

STORY: Gregory Peck, American exchange professor of ancient languages at Oxford, is kidnapped by the prime minister of a middle eastern country and asked to assist him by spying on sinister fellow countryman Alan Badel. Badel wants Peck to translate an important document for a great deal of money. Peck is contacted by Sophia Loren, Badel's mistress, who warns him that his life is in danger and helps him escape. Peck hides the document, but falls into the hands of counter-plotter Kieron Moore, who also seems to have a proprietary interest in Loren. Again Peck escapes after being drugged, and again he is contacted by Loren. Convinced she can not be trusted, he leads her on a wild goose chase for the document, but when they are both attacked by Moore, he decides to work with her. They escape Moore's trap, recover the document, and learn that a plot is about to be put into action to assassinate the prime minister. Peck and Loren save his life.

X-RAY: The less said about the story line of this colorful adventure the better. The audience will have just as much trouble separating the goodies from the baddies as hero Peck, but they will find considerable compensation for their difficulty. The film has been made with high good humor and some of the most fascinating color photography imaginable. Peck has a way of making you believe what he is doing even when his escapades are as far-out as they are here. Loren has a way of making you forget any plot uncertainties by the sheer power of her screen personality and physical presence. Suffice it to say that she has never been more beautiful and that both ladies and gentlemen will marvel at the splendor of her Christian Dior wardrobe. The action is far out and on the wild side. There is a scene, for instance, in which Peck plays tag with the whizzing traffic on a superhighway while drugged that is a photographic gem. The intricate plot bursts into explosive action quite often, and audiences should respond to the excitement. The film has many elements of the spy spoof, never takes itself seriously, and barrels along with constant motion and continual involvement. Audiences won't have the time or the inclination to ponder holes in the plot and should enjoy the action and intrigue. A properly bemused Gregory Peck and an impossibly lovely Sophia Loren should be enough to launch any film at the boxoffice, and this one has other plus values as well.

AD LINES: "Adventure At Its Wildest . . . Danger . . . Spiced With Lavish Romance . . . 'Arabesque' Means All This And More."

The Brides Of Dracula

MELODRAMA
85M.

(6612)
Universal
(Technicolor)
(English-made)
(Reissue)

ESTIMATE: Well-made horror entry.

CAST: Peter Cushing, Martita Hunt, Yvonne Monlaur, Freda Jackson, David Peel, Miles Malleon, Henry Oscar, Nona Washbourne, Andree Melly. Produced by Anthony Hinds; directed by Terrence Fisher; executive producer, Michael Carreras.

For complete review, please refer to page 4710, of June 8, 1960.

King Kong vs Godzilla

MELODRAMA
90M.

(6611)
Universal
(Made in Japan)
(Color)
(Reissue)

ESTIMATE: Exploitable science fiction entry for program.

CAST: Michael Keith, James Yagi, Tadao Takashima, Mie Hama, Yu Fujiki. Produced by John Beck; directed by Thomas Montgomery and Inoshiro Honda.

For complete review, please refer to page 5057, of June 12, 1963.

Out Of Sight

COMEDY MUSICAL
90M.

Universal
(Technicolor)

ESTIMATE: Beach type rock 'n' roller for program.

CAST: Jonathan Daly, Karen Jensen, Robert Pine, Wendy Wagner, John Lawrence, Carol Shelyne, Jimmy Murphy, Norman Grabowski, Maggie Thrett, Deanna Lund, Rena Harton, Vicki Fee, Coby Denton, Pamela Rogers, Deon Douglas, John Lodge, Forrest Lewis, Gary Lewis and the Playboys, Freddie and the Dreamers, The Turtles, Dobie Grey, The Astronauts, The Knockerbockers. Produced by Bart Patton; directed by Lennie Weinrib.

STORY: Jonathan Daly, butler to a secret agent, has aspirations to emulate his employer. He is mistaken for his boss by Karen Jensen, who seeks help, suspecting that John Lawrence has something sinister brewing. Jensen's boy-chasing girl friend, Carol Shelyne, sets her cap for Daly. Continuing his investigation, Daly encounters three of Lawrence's feminine accomplices, Wendy Wagner, Maggie Thrett, and Deanna Lund. However, all of Lawrence's efforts are to no avail, and Daly discovers Lawrence really hates rock and roll music and plans to put an end to it by doing away with imported musicians lured to his music fair. Daly, Jensen, and Shelyne foil the plot, and all are happy. Daly is confident that some day he will become a permanent secret agent.

X-RAY: This combination of a beach girl picture and a spoof on secret agent films proves that American International has no copyright on such nonsense. It is fairly entertaining with its little known cast, including the bikini-clad bathing beauties, who perform their capers nicely. Jonathan Daly in the lead as a bumbling would-be secret agent shows promise. In to please the rock 'n' roll devotees are some specialists in this art. Each performs one number, most of which sound alike. This should do as part of the program where it should please the youngsters.

AD LINES: "A New Secret Agent Thwarts A Sinister Plot Against Rock 'N' Roll"; "A Rock 'N' Roll Beach Frolic."

WARNERS

A Big Hand For The Little Lady

COMEDY
95M.

Warners
(Technicolor)

ESTIMATE: Highly entertaining comedy features virtuoso performances.

CAST: Henry Fonda, Joanne Woodward, Jason Robards, Charles Bickford, Burgess Meredith, Kevin McCarthy, Robert Middleton, Paul Ford, John Qualen, James Kenny, Allen Collins, Jim Boles, Gerald Michenaud, Virginia Gregg, Chester Conklin, Mae Clarke, Ned Glass, James Griffith, Noah Keen. Produced and directed by Fielder Cook; written by Sidney Carroll.

STORY: When the time arrives for the wealthiest men in the territory to gather for their annual cut-throat poker game, they drop everything. Rancher Jason Robards walks out on his daughter's wedding rather than be late. Famed attorney Kevin McCarthy flees the courtroom in the middle of a murder trial. Also involved are wealthy undertaker Charles Bickford, cattle broker John Qualen, and Robert Middleton. Arriving at the hotel are Henry Fonda, a compulsive card player who has sworn off; his wife, Joanne Woodward; and son Gerald Michenaud. Fonda begs for permission to just watch the game for a while. Woodward reluctantly agrees, and Fonda can't resist the temptation to play. Soon he loses their life savings. The final pot finds him holding a great hand, as do the other players. He needs \$500 to stay in the pot and begs Woodward to help him raise it. Just then, he suffers a heart attack and is ministered to by town physician Burgess Meredith after pleading with Woodward to play out the hand. Woodward knows nothing about poker, but the family savings are in the pot. She goes across the street to banker Paul Ford in an effort to borrow the needed money to remain in the pot. At first, he refuses, but a look at her poker hand changes his mind. He puts all the funds of the bank at her disposal. The other players, convinced that they are beaten, drop out, and Woodward rakes in the huge pot. All the players are impressed by Woodward's loyalty to her family and convinced that they have been privileged to meet a truly great lady. Robards is so affected that he returns home and refuses to let the marriage of his daughter continue. No young man, he decides, should be subjected to such a rotten wife, no matter how rich her father is. In a surprising development, it is revealed that the whole card game was an elaborate frame-up concocted by Ford, Woodward, and Meredith to fleece the wealthy players.

X-RAY: Take a group of talented veterans, all of whom know every scene-stealing trick in the book, and turn them loose around a poker table. Here is a situation fraught with the potential for delightful entertainment, and these actors deliver everything they promise. It would be unfair to single anyone out for special praise, but if we must, hats off to Jason Robards, whose crusty manner and no-nonsense approach to poker provides some hilarious moments, and Burgess Meredith, delightful as a doctor with a delicious dream. Everyone else performs notably as well, and what could be a flimsy situation comedy in less experienced hands is transformed into a highly entertaining diversion with a surprise twist at the end that should bring forth gales of amusement. Audiences are in for the kind

of treat that only wonderful ensemble playing and skillful direction can provide. The film should have wide general appeal and good word-of-mouth support. It isn't a pretentious offering, by any means, but it delivers more than films costing far more money to produce. Let's hope the message gets across to the ticket buyers, who won't be disappointed.

AD LINES: "The Biggest Poker Game The Territory Ever Saw . . . And A Little Lady Held The Cards"; "A Western With A Difference . . . Laced With Comedy And Exploding With Surprises."

A Fine Madness

COMEDY-DRAMA
104M.

Warner Bros.
(Technicolor)

ESTIMATE: Free-wheeling farce will titillate mature audiences.

CAST: Sean Connery, Joanne Woodward, Jean Seberg, Patrick O'Neal, Coleen Dewhurst, Clive Revill, Werner Peters, John Fiedler, Kay Medford, Jackie Coogan, Zohra Lampert, Sorrell Booke, Sue Ann Langdon, Bibi Osterwald, Mabel Albertson. Produced by Jerome Hellman; directed by Irvin Kershner; screenplay by Elliott Baker, based upon his novel.

STORY: The life of Greenwich Village poet-at-large Sean Connery is fraught with stress. Reduced to the labor of a carpet maintenance man, Connery struggles to walk the tightrope between his poetic temperament and the demands of domestic life with his waitress-wife Joanne Woodward. A lawyer badgers him for back alimony, and it's jail or readings before the Park avenue tea and culture set. Connery crimsones the ladies' ears in short order, including the bored wife of psychiatrist Patrick O'Neal. Woodward hears fragments of O'Neal's remarks while appearing on a television program to discuss the value of psychotherapy to the creative mind. Since Connery is suffering a creative bloc and is unable to finish a poem he carries in his head like an unfinished symphony, Woodward enlists the aid of a reluctant O'Neal. Connery's sexual escapades are numerous, occur in the most unlikely places, and eventually force him to take refuge in the Para Park hospital as O'Neal's patient. As the harried poet plunges into his work, "protected" from the pressures of society, the staff psychiatrists go to work. Dr. Coleen Dewhurst's brand of therapy is unprofessionally clandestine, but she reaches the poet in an elemental way. Dr. Clive Revill advocates a new type of pre-frontal lobotomy, which he feels will socialize the poet's energies, but his boss, O'Neal, vehemently disagrees—until he finds his wife, lovely Jean Seberg, cavorting in the hospital's ripple bath with a very naked poet. The surgery is done, but the old poet's self emerges unscathed. He flees the hospital, finally freeing himself of the assortment of lovers, rogues, cuckolded husbands, etc., and rejoins a pregnant Woodward to the consternation of his village neighbors.

X-RAY: This fast-moving spoof will certainly delight audiences who have a secret wish to take a vicarious poke at such stalwart institutions of modern society as psychiatry, cultural patronage, normalcy, mother, big business, et al. Connery is delightful as the murky, brawny, and irresistible poet whose struggles to live as artist and man lead him into bizarre situations. True to his general screen nature, Connery does not reveal himself, either through Elliott Baker's script or an interpretive performance. Rather, the excellent cast provides a quick tempo of chase as all seek to harness, master, exploit, or otherwise use the poet. Like Alec Guinness' performance in "The Horse's Mouth," Connery adopts the pose of the artist on the fringes of society who nevertheless is

frequently immersed in its own brand of madness. Bent on pursuit of his art, he is, in turn, pursued by bill collectors, bored housewives, professional inquisitors interested in the workings of the creative mind, ladies who generously throw crumbs from their luncheon tables to "guest" artists, and the like. The film scores with solid acting performances by all of the name cast, with Miss Woodward's rendition of the dizzy waitress a standout in character parts. Sets and photography are excellent, with most of the film giving a vivid impression of New York society. Connery definitely emerges as a primitive, pure soul running amuck amid the pitfalls of city life. Though adult audiences will enjoy the broadside farce, enough situation comedy is presented to make the film attractive for general audiences. Some sequences are questionable for viewing by the younger set, particularly in prudent areas.

AD LINES: "Turn A Poet Loose On New York And The Town Lights Up"; "Connery As You've Never Seen Him Before!"

MISCELLANEOUS

Faster, Pussycat, Kill, Kill!

MELODRAMA
83M.

(An Eve Production)

ESTIMATE: Unpleasant melodrama has exploitation possibilities.

CAST: Tura Satana, Haji, Lori Williams, Susan Bernard, Stuart Lancaster, Paul Trink, Dennis Busch, Ray Barlow, Mickey Foxx. Produced by Russ and Eve Meyer; directed by Russ Meyer.

STORY: Voluptuous amazon Tura Satana and her cabaret performer girl friends, Haji and Lori Williams, are sport car devotees. They meet Ray Barlow and his girl friend Susan Bernard, also sport car enthusiasts, while at a dry lake in the desert and challenge Barlow to a chicken race. This ends in an argument in which Satana kills Barlow with a judo-karate attack. The girls take Bernard with them forcibly as they head for the tumble-down ranch of crippled Stuart Lancaster, who it is rumored has stashed away a cache of insurance money. One of his sons, Dennis Busch, is a muscle man with the brains of a 10-year-old. Satana plans to get the money, but Williams has her eyes on Busch as Lancaster plots to satisfy his own sick voyeurism. Lancaster's other son, Paul Trink, is normal and tries to take care of his brother and father. When Williams tries to walk out on Satana, she kills her. Satana next smashes Lancaster's wheel chair as she tries to get the money. She pins Busch against a wall with her sports car. His great strength, however, saves him, and she takes off after Trink and Bernard, who are trying to escape across the desert. Satana and Trink fight after she corners them in a blind canyon, and just as Satana is about to kill him, Bernard kills her.

X-RAY: This unpleasant cinematic excursion into murder and crime by Russ Meyer, previously identified with sexploitation films, may disappoint devotees since there isn't any nudity of any consequence. There is action aplenty. True, the subject matter has sexy overtones, and the three gals are pretty alluring in their brief shorts and tight fitting sweaters. The steamy subject matter may prove fascinating to those interested in the trashy paper-back type of fiction, with screenplay credited to Jack Moran. Meyer knows a thing or two about picture making, and his photography is outstanding, while Tura Satana as the lead "bad" girl

is a surprise. A former burlesque performer she displays real acting ability. The rest of the cast of unknowns also perform capably, but the end result is an exploitable, if unpleasant programmer, best suited for the exploitation spots. The title is saleable.

AD LINES: "Super Women—Belted, Buckled, and Booted!"; "Fast Cars and Fast Women In A Saga Of Unsavory Crime."

Las Vegas Hillbillys

COMEDY MUSICAL
90M.

Woolner Brothers
(Pathe Color)

ESTIMATE: Country music for family program.

CAST: Ferlin Husky, Jane Mansfield, Mamie Van Doren, Sonny James, Roy Drusky, Del Reeves, Bill Anderson, Connie Smith, Wilma Burgess, The Duke of Paducah, Don Bowman, Louis Quinn, Billie Bird, John Harmon, Richard Kiel. Written and produced by Larry E. Jackson; directed by Arthur C. Pierce.

STORY: Country boy Ferlin Husky inherits a Las Vegas "night club" and leaves with his buddy, Don Bowman, to stake his claim to fame and fortune. They learn that the inheritance is really only a broken-down mortgaged saloon and the personal contract of singer Mamie Van Doren. When things go from bad to worse with mortgage holder Louis Quinn threatening foreclosure, Husky decides to introduce mountain music to Las Vegas. He sends for his aunt, Billie Bird, who rounds up some talent, and with the assistance of Jayne Mansfield, whom they previously befriended and who takes over the gambling end of things, they meet with success. Husky and Van Doren seem to be romantically inclined.

X-RAY: Loaded with country or mountain music, this opus with a mighty thin plot has little else to offer. Singers and musicians they may be, but actors they certainly aren't. Jayne Mansfield is in for name value only and has little to do. The color is okay and enhances things. If you go for this type of music, this film should be your dish. It should do okay as part of the family program.

AD LINES: "A Country Blockbuster"; "It's The Wildest When The Country Music Stars Go To Vegas."

FOREIGN

Cloportes

DRAMA
102M.

International Classics
(CinemaScope)
(French-made)
(English titles)

ESTIMATE: Interesting import.

CAST: Lino Ventura, Charles Aznavour, Irina Demick, Maurice Biraud, Georges Geret, Pierre Brasseur, Francoise Rosay, Annie Fratellini. Produced by Bertrand Javal; directed by Pierre Granier-Deferre.

STORY: A threesome of crooks plan on cracking a safe. They are Charles Aznavour, Maurice Ronet, and Georges Geret, and their plans come a cropper because they don't have enough money to rent the needed equipment. Aznavour goes to talk to Lino Ventura, who does well dealing in stolen art works. He talks Ventura into coming into the deal and putting up the money for the equipment. This he gets from selling a painting to fence Pierre Brasseur. The robbery doesn't come off as expected, and Ventura is arrested while the others escape. He refuses to involve the others even though they ransack his apartment and escape with

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CLOPORTES

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his hidden funds. He is sentenced to jail during which he promises revenge. When he does get out, he kills the three and then turns to ring leader Brasseur, who has opened a swank art gallery and is doing quite well. Irina Demick works for him and is attracted to Ventura. They have an affair while Ventura extracts quite a bit of money from Brasseur, who is afraid of him. Brasseur tries to turn Demick against Ventura by promising to leave her everything when he dies, which leads her to double-cross both of them, shooting Brasseur and framing Ventura for it. He winds up in jail again, promising vengeance when he gets out in 20 years.

X-RAY: There's quite a bit of suspense, drama, and irony to be found in this treatment of the French underworld in action, and interest is well maintained throughout the pertinent running time. Acting is efficient, and direction and production are good. Art house audiences should appreciate the import's better qualities as well as the "name" cast. The screenplay is by Albert Simonin, based on the novel by Alphonse Boudard.

AD LINES: "The French Underworld In Action"; "Four Men Plan A Robbery—One Pays For It."

Enough Rope

Artixo Productions
(Filmed abroad)
(English titles)

DRAMA
104 M.

ESTIMATE: Off-beat import for art spots.
CAST: Gert Frobe, Marina Vlady, Robert Hossein, Maurice Ronet, Yvonne Furneaux, Paulette Goddard, Harry Mayen, Jacques Monod. Directed by Claude Autant-Lara; executive producer, Yvon Guezal.

STORY: At a bus stop in southern France, Gert Frobe lures his wife from a stopped bus and murders her as a passing train drowns out her screams. Elsewhere, Maurice Ronet and his wife, Yvonne Furneaux, are coming home from a party, and she accuses him of having an affair with Marina Vlady. He denies it but suggests that they divorce each other. She refuses. Ronet is intrigued by the story of the Frobe murder, which the police are unable to pin on him as he has an alibi. He visits Frobe at his book shop to get a close look. Things get worse between Ronet and Furneaux, and she decides to visit her ailing mother, going by bus. Before she departs, Ronet admits to having an affair with Vlady and follows the bus. At the first rest stop, he tries to locate Furneaux but can't find her. The next morning, her body is found in a nearby ravine. Inspector Robert Hossein investigates and becomes suspicious of Ronet, suspecting that he could have pushed his wife to her death. Clippings he kept on the Frobe case bring that back into the limelight. Frobe thinks that Ronet followed his pattern and tries to blackmail him. Hossein thinks they are both

guilty but can't prove it. He eventually breaks Frobe's alibi, and the latter incriminates himself. When Ronet goes to meet Vlady at a concert, a deranged Frobe follows, blaming Ronet for uncovering his guilt. In a struggle, Frobe uses his knife as the police close in.

X-RAY: A bit on the weird side, this import has moments of high interest while the plot unfolds at a leisurely pace, and the audience sits in on the murder and suicide found in the film. There is some suspense in the telling and in the unorthodox methods used by police inspector Robert Hossein to crack the case. One wishes, though, that a tighter rein had been kept on things. This would have heightened audience interest. The acting is competent, and direction and production are adequate. The screenplay by Jean Aurenche and Pierre Bost is based on the novel, "The Blunderer," by Patricia Highsmith.

AD LINES: "A Suspenseful Adventure In Murder"; "Two Deaths Baffle The French Police Who Provide The Suspects In Question With—'Enough Rope'."

Morgan

Cinema V
(English-made)

COMEDY
97M.

ESTIMATE: Ravings and actions of a mental case are not very funny.

CAST: Vanessa Redgrave, David Warner, Robert Stephens, Irene Handl, Newton Blick, Nan Munro, Bernard Bresslaw. Produced by Leon Clore; directed by Karel Reisz.

STORY: David Warner paints at times and lives in a fantasy world at other times. He even manages to squeeze in a bit of play at being married now and again, especially with his society wife, Vanessa Redgrave, who decides to divorce him because he is a bit too unorthodox for her, a view encouraged by her society parents. He refuses to recognize the divorce and is in and out of the house that she is having renovated with proper irregularity and often enough to interfere with her love affair with Robert Stephens, who wants to marry her eventually. Every once in a while, Warner descends to the animal world, playing at being a gorilla. He gets involved in other bits of nonsense to show Redgrave that she is making a mistake by discarding him. Redgrave tolerates him even though her mother often starts to call the police. Warner even goes so far as to kidnap her and keep her a prisoner in the country, and she is no longer amused. He winds up in jail but gets out in time to attend her wedding party in a gorilla costume. This creates quite a stir and finally puts him in an institution.

X-RAY: This import, touted as a comedy, is about as funny as a broken crutch with the so-called hero in need of mental treatment and rehabilitation. His antics have several moments of cuteness, and there is even a chuckle here and there. But for the most part, there is much ado about nonsense that may serve a purpose

of sorts for adults in the art and specialty spots. This is the kind of entry where viewers wait for something to happen, and when it does, it doesn't seem worth all the effort and energy involved. Most of the so-called plot has a quality of irritation which can communicate itself to audiences if they are not carefully resistant. The cast follows the script, and direction and production could be called imaginative. The screenplay is by David Mercer, who also wrote the teleplay on which it's based.

AD LINES: "The Wackiest Comedy Ever"; "Impatient With Today's Times—Don't Miss One Man's Reaction."

The Sleeping Beauty

BALLET
90M.
plus intermission
Royal Films Int.
(Technicolor)
(Soviet-made)

ESTIMATE: Fine ballet entry for special presentation.

CAST: Alla Sizova, Yuri Soloviev, Natalia Dudinskaya, Irina Bazhenova, Vsevolod Ukhov. (The Leningrad Kirov Ballet). Directed by Appolinari Dudka and Konstantin Sergeyev.

STORY: The king and queen celebrate the christening of their daughter when the evil fairy arrives. Furious at not being invited, she vows that one day the girl will prick herself and fall into a deep sleep, not to be awakened. Fortunately, the good fairy is able to tone down the prediction by stating that her sleep will come to an end when a prince comes to awaken her with a kiss and marry her. On her 16th birthday, she does fall into a sleep, and the good fairy puts the entire kingdom into a sleep lasting a hundred years. At that time, prince Yuri Soloviev arrives. Eventually, after a number of incidents, he finds sleeping princess Alla Sizova, kisses her awake, and then asks her to marry him. The wedding is cause for a great celebration.

X-RAY: Ballet lovers should be ecstatic over this import, which is a beautiful rendition of the fairy tale. It is not merely a filmed stage attraction, but instead the cameras have been used very effectively over a wide area. This gives the production scope and magnitude, as well as a feeling of size and importance. The enhancing color and excellent camerawork do much to put the work across. Enthusiasts of the dance should be well satisfied. Needless to say, the cast performs with great skill, backed by impressive direction. Special attention and care with playoffs can mean a plus-bonus at the boxoffice. The music is by Tchaikovsky.

AD LINES: "Ballet At Its Best"; "An Unusual Screen Treat."

DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.

ALPHABETICAL GUIDE TO 257 FEATURE REVIEWS

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 Playground, The—95m.—For.5346
 Promise Her Anything—91m.—Para.5374
 Psychopath, The—83m.—Para.5399
 Pussycat Alley—99m.—For.5366

Q

Queen Of Blood—81m.—AIP5381

R

Racing Fever—90m.—AA5341
 Rage To Live, A—101m.—UA5327
 Railroad Man, The—105m.—Cont.5339
 Rare Breed, The—97m.—U5371
 Rasputin—The Mad Monk—92m.—Fox5395
 Ravagers, The—79m.—For.5366
 Red Line 7000—110m.—Para.5343
 Reptile, The—90m.—Fox5400
 Repulsion—105m.—For.5332
 Return From The Ashes—105m.—UA5337
 Return Of Mr. Moto, The—71m.—Fox.5351
 Revenge Of The Gladiators—100m.—Para.5326
 Reward, The—92m.—Fox5326
 Ride Beyond Vengeance—100m.—Col.5393
 Rope Of Flesh—91m.—Misc.5331

S

Sabrina—113m.—Par.—Re.5322
 Sandra—100m.—For.5375
 Sands Of The Kalahari—119m.—Para.5343
 2nd. Best Secret Agent In The Whole Wide
 World, The—96m.—Emb.5350
 Secret Agent Fireball—89m.—AIP5361
 Secret Of My Success, The—112m.—MGM5330
 Secret Seven, The—94m.—MGM5394
 Seven Slaves Against The World—96m.—Par.5331
 7 Women—93m.—MGM5353
 Shane—118m.—Para.—Re.5378
 Shepherd Girl, The—105m.—For.5355
 Shop On Main Street, The—128m.—For.5375
 Silencers, The—105m.—Col.5373
 Singing Nun, The—98m.—MGM5382
 Situation Hopeless—But Not Serious—
 97m.—Par.5330
 Skull, The—83m.—Par.5322
 Sleeping Beauty—70m.—For.5339
 Sleeping Beauty, The—90m.—For.5403
 Sleeping Car Murder, The—90m.—For.5371
 Slender Thread, The—98m.—Par.5354
 Snow White—74m.—For.5340
 Son Of A Gunfighter—92m.—MGM5390
 Spaceflight IC-1—65m.—Fox5336
 Spy In Your Eye—85m.—AIP5361
 Spy Who Came In From The Cold, The—112m.—
 Para.5354
 Spy With My Face, The—88m.—MGM5377
 Stop The World—I Want To Get Off—
 98m.—WB5391
 Study In Terror, A—94m.—Col.5394
 Swedish Wedding Night—96m.—For.5355

T

Taffy And The Jungle Hunter—87m.—AA5333
 Ten Commandments, The—219m.—Para.—Re.5382
 Ten Little Indians—92m.—For.5366
 Terror In The City—90m.—AA5393
 10th Victim, The—92m.—Emb.5357
 That Darn Cat—116m.—BV5325
 That Man In Istanbul—117m.—Col.5362
 Thousand Clowns, A—118m.—UA5351
 Thunderball—131m.—UA5359
 Tiko And The Shark—100m.—MGM5390
 Time Of Indifference—84m.—Cont.5335

(Continued on page 5403)

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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•

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NEW TRENDS ASSOCIATES, INC. 234 W. 44th ST. N.Y.C. 10036 (212) 244-4846

MOTION PICTURE EXHIBITOR

MAY 18, 1966

Volume 75

Number 15

IN TWO SECTIONS

THIS IS SECTION ONE



New Censor Threat In Rhode Island

(See Page 5)

Physical Theatre— Extra Profits Dept.

Joseph Friedman has been elected vice-president of Paramount Film Distributing Corp. and has also been named director of advertising and public relations for Paramount Pictures Corp.

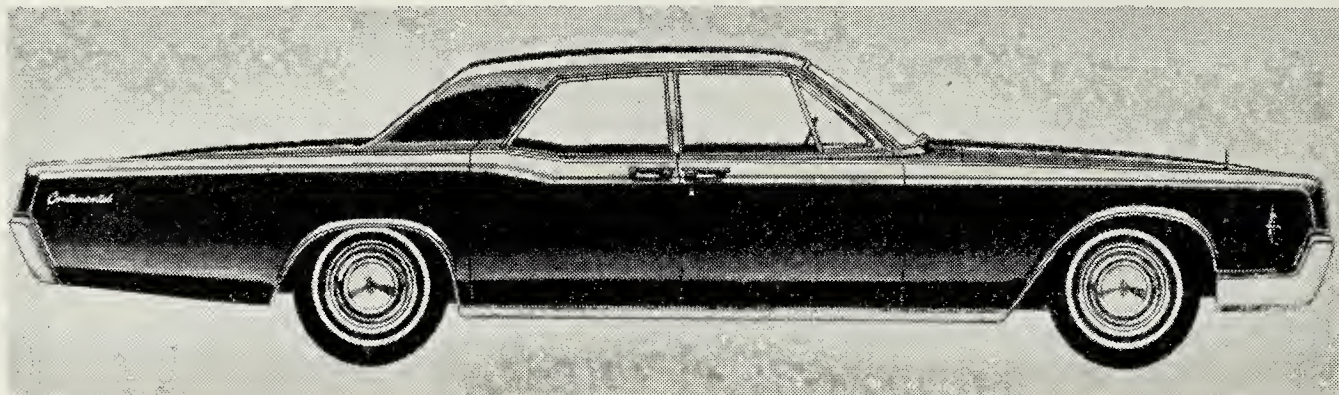
RESPECT FOR THE LAW . . . see editorial—page 3

40 "WILL ROGERS" PRIZES!

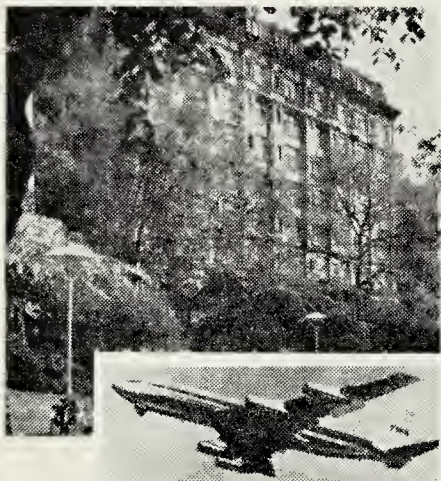
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**MORE GLAMOROUS HOLIDAY TRIPS!
MORE VALUABLE PRIZES THAN EVER BEFORE!**

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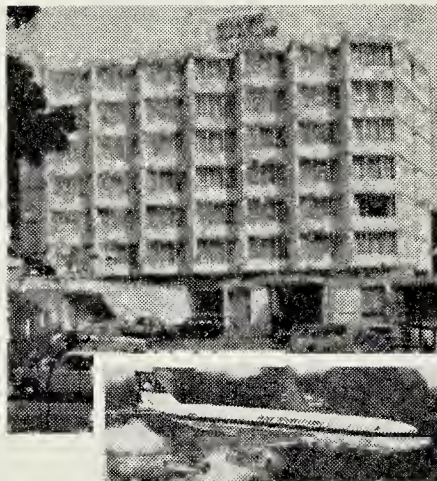


1966
LINCOLN
CONTINENTAL!



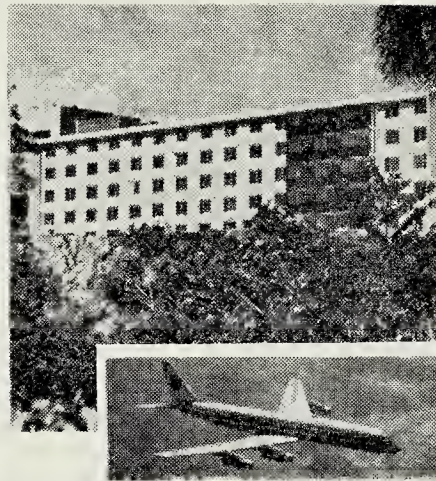
LONDON HOLIDAY!

For Two. TWA transportation.
One Week at Savoy Hotel.



IRELAND HOLIDAY!

For Two. Irish Airlines. One week
at Silver Springs Hotel, Cork.



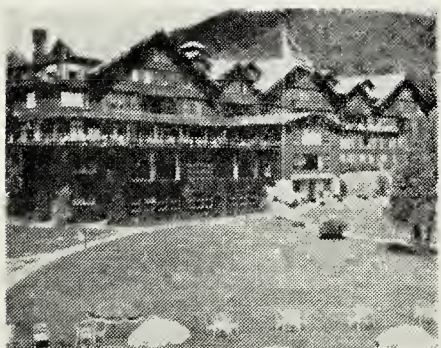
PUERTO RICO HOLIDAY!

For two. Pan American. One week
at Mayaguez Hilton, Mayaguez.



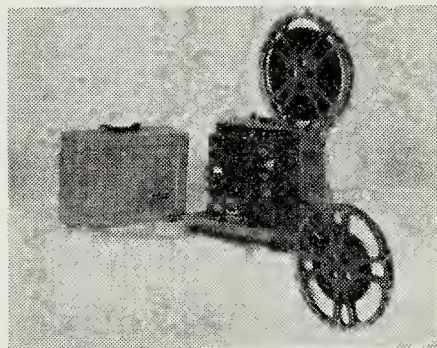
MIAMI HOLIDAY!

For Two. Eastern Airlines. One
week at Americana Hotel.

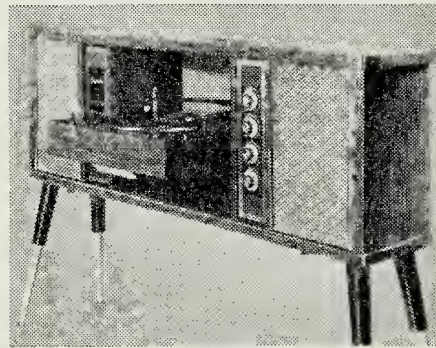


LAKE PLACID WEEK-END!

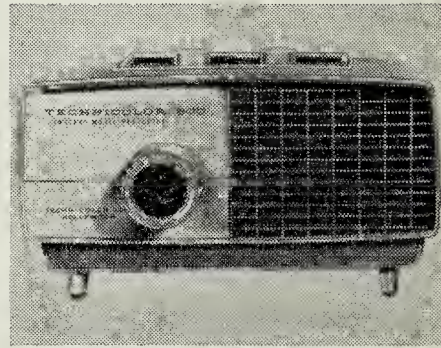
For Two. Whiteface Inn. Plus
\$100 Scrip "Holiday Harbor."



EASTMAN KODAK 16mm SOUND PROJECTOR



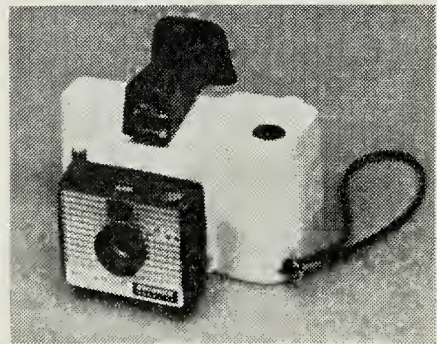
DECCA HI-FI CONSOLE



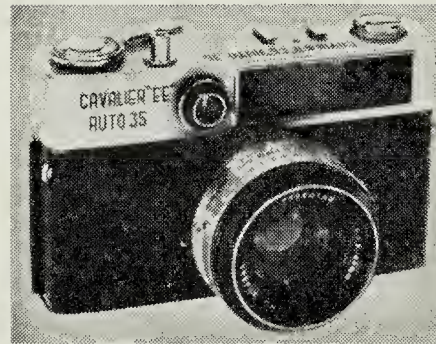
TECHNICOLOR INSTANT MOVIE PROJECTOR



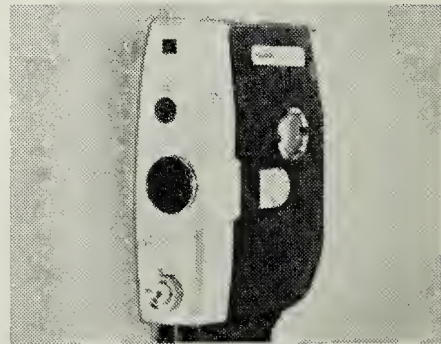
100 TITLEIST GOLF BALLS!



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Available through Local Area Chairmen, M-G-M Branches or Will Rogers National Office, 1501, B'way, N.Y.C.

The Trade Paper Read by Choice—Not by Chance

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CHANGING ADDRESS?

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Volume 75 • No. 15

May 18, 1966

Our 48th Year

RESPECT FOR THE LAW

HARRY SHARGEL is national chairman of the American Bar Association's law observance committee. The title is a mouthful, and the job he is trying to do is a handful. Mr. Shargel, along with millions of other Americans, is deeply concerned about the increasing crime rate and disrespect for the law that make our streets unsafe and turn our cities into jungles.

We wondered, as you might, just what this had to do with the motion picture industry. He convinced us, and hopefully we can convince you, that we all have a large stake in this fight and that the industry can play an important role.

Let's face it, many people are reluctant to leave their homes after dark. We have heard exhibitors comment that this is one big reason for the decline in attendance at many theatres. Any industry that depends for its existence on people leaving their homes must be affected.

Mr. Shargel is well aware of the power possessed by the mass media of communications. The American Bar Association has received the support of many radio stations, television stations, and newspapers willing to carry short messages and special programming designed to make the public more aware of the problems of law enforcement and stir public interest in law observance.

It is no secret that motion pictures are the most powerful tools of information and education in existence today. The

industry has always been quick to support a worthwhile cause. This campaign for law observance can be greatly aided if some of our film-makers and top executives would take an active interest.

It isn't only a job for the big-wigs either. Every exhibitor can play an important role in his own community. Perhaps his theatre could be the scene of an amateur contest sponsored by the local police department. Perhaps the exhibitor can join with other merchants in sponsoring supervised athletic activity in which healthy competition can breed a respect for fair play. The possibilities are unlimited, and Mr. Shargel assures us that branches of the American Bar Association in every locale will stand ready to assist in the creation and maintenance of any worthwhile endeavor.

Yes indeed, this campaign to instill respect for the law is important—even vital—if this country is to achieve the greatness that is its hope. For a variety of reasons, selfish and altruistic, the motion picture industry should participate.

For a change, we find ourselves on the side of the lawyers. Mr. Shargel asked us, and we in turn ask you the same question:

How can moviemen help increase public respect and observance of the law?

BITS AND PIECES

IT'S TIME AGAIN to clean out the editorial drawer and stick our neck out on a host of unrelated but hopefully interesting topics.

We'll kick off by saying that it's time some of these so-called "do-gooders" took the same pains to support a theatreman trying to run his house constructively as they take to attack those who show questionable product. Only recently, a theatre in a town of 100,000 booked United Artists' fine adult drama, "THE GROUP." Being of a cooperative nature and realizing that the film was not for the youngsters, the exhibitor asked and received permission not to play it Saturday and Sunday matinees. He booked two excellent family features for these matinee showings and backed them with more advertising space than is generally accorded many first-run films. The result was total disaster—the floppiest flop ever at his theatre. This exhibitor is cooperative but not suicidal—so he killed the second show of the family matinee (since the theatre was empty) and started playing "THE GROUP" at 3 p.m. instead of 5:30 p.m. The result was sensational business. Mr. Exhibitor, while still agreeing that certain pictures are better suited to adult audiences, has a fist-full of records to show anyone asking why he shows films not recommended for children.

There is a new sales gimmick spreading throughout areas caught in the bidding wars. When a theatre wants to move up its run and join the bidders, it is told by distributors to get "a track record." This means the exhibitor should bid and

put up a guarantee (probably more money than the picture could possibly earn). In effect, the exhibitor is told the only way he can prove he's entitled to bid is to go out and lose money. That's a great way to get into the race, provided you can stay alive until you reach the finish line.

Hollywood columnist Sidney Skolsky reprints a letter from a Mrs. Beatrice Easton, who can't understand why film-makers don't advise audiences before or after a film of the identity of the actors. She adds that movies will truly be better than ever when "motion picture companies realize that moviegoers want to know who played whom." We couldn't agree more heartily. If this industry is serious about developing new stars, there is no better way to do it than by introducing the actors at the end of a feature so audiences can associate names with faces. It is done occasionally, but it should be common practice.

We received a telegram the other day that brought a tear to the eye. It was from a gentleman who complimented us highly on a recent cover photo depicting United Artists' branch manager in Philadelphia Robert Friedman riding a skateboard. The telegram read, "Let me be among the first to congratulate you on what must surely be the most handsome and eye-catching cover MOTION PICTURE EXHIBITOR has ever displayed in its long and glorious career. Bravo!" By the way, the tender missive was signed "Subscriber Robert Friedman." Modesty becomes him, doesn't it?

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

Mr. and Mrs. George Reeves announced the birth of a son, **Matthew George**. Reeves is the east coast legal counsel for American International Pictures.

Obituaries

Harry Altman, 74, often called "Buffalo's Mr. Showman," died in Buffalo General Hospital. He owned the Glen Casino, Williamsville, and formerly owned the Town Casino, Buffalo, which was converted to a theatre. Survivors include his wife, a son, two daughters, and six grandchildren.

Benedict C. Bordonaro, 58, manager, Palace, Olean, N.Y., treasurer of Bordonaro Brothers Theatres and Bordonaro Realty Company, died of a heart attack in St. Francis Hospital, Olean, after being found ill in his car along a rural road near Allegany.

Tom Curtis, 58, MGM plant manager, died of a heart attack at his Tarzana, Cal., home. He was a veteran of the U.S. Army Signal Corps and executive producer of Army training films. He is survived by his wife, a son, a sister, and a niece.

Former U.S. Senator **Daniel O. Hastings**, 92, senior partner of the Wilmington, Del., law firm of Hastings, Taylor and Willard, counsel for 20th Century-Fox and for many years a member of the 20th-Fox board of directors, died.

Clair E. Hilger, 70, died in Dallas. In 1918, he was a salesman for MGM, and later was a branch manager for Paramount in Memphis, and for 20th Century-Fox in Kansas City. He returned to Dallas as manager for 20th-Fox and before World War One was appointed European general manager for RKO with headquarters in Paris. He returned to Dallas as branch manager for 20th-Fox and was active in ventures with the late **R. J. O'Donnell** and others. He was an organizer of the Dallas Variety Club. Survivors include his wife, three daughters, and seven grandchildren.

Gordon T. Hubbard, 63, president, IATSE Local 511, Jacksonville, Fla., died in a local hospital after a lengthy illness. He was projectionist at the downtown Imperial for the past nine years. Survivors include his widow, a daughter, a son, a brother, and three grandsons.

George Resnick, 73, well known independent Philadelphia, Pa., exhibitor, died. He formerly operated the Grant and Cayuga theatres. He is survived by his son.

NGC Income Up

LOS ANGELES—National General Corp. reported increased gross income and net operating income for both the 13 weeks and the 26 weeks ended March 29. Operating income for 13 weeks rose 13 per cent to \$1,101,128. Net income for the first half rose to \$1,795,364.

WOMPI Chief On Tour

CHARLOTTE—Mrs. Viola Wister, president, Women of the Motion Picture Industry, has departed on her tour of WOMPI clubs throughout the country.

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., MAY 16

Leo Greenfield Elected BV Vice-President

NEW YORK—Leo Greenfield has been elected a vice-president of Buena Vista Distribution Company, Inc., by the board of directors, it was announced by Irving H. Ludwig, president of the Walt Disney distribution subsidiary.

Ludwig stated that in his new position Greenfield will continue to function in his capacity as manager of domestic sales and to assist him in directing the company's overall sales operations.

"Mr. Greenfield's well-merited promotion to this post of key responsibility reflects the continuing policy of building the Buena Vista organization from within, and our practise of constantly adding to and improving our executive structure to keep pace with the growing importance of Walt Disney product in theatrical entertainment."

Greenfield has been a member of the Buena Vista sales team since 1954, shortly after the formation of the company. Through the years he has successively held company posts as Cleveland area district manager, western division sales manager, and domestic sales manager. Prior to joining Buena Vista, Greenfield was associated with Universal Pictures for almost a decade in various sales capacities. Previously, he had been active in exhibition and theatre management.

Conflict Closes Theatre

SPRINGFIELD, MASS.—The Art Cinema in suburban Chicopee posted a "Closed Indefinitely" sign on its front doors after being denied a preliminary injunction which would have permitted performances until full hear-



Mrs. Anna Rosenberg Hoffman, Vice-President Hubert H. Humphrey, and Mrs. Arthur B. Krim, wife of the United Artists' president, are seen at the recent preview of UA's "The Russians Are Coming, The Russians Are Coming" at the MPAA headquarters in Washington, D.C. Guests represented the highest echelon of the government and diplomatic corps, including Jack Valenti, newly-appointed president of the MPAA.

ing on the constitutional issues it has raised by a Springfield Superior Court equity action.

Judge Frederick S. Pillsbury denied the application for the enjoiner after a hearing and failure of Ronald Zerra, theatre manager, and Chicopee Mayor Richard H. Demers to reach agreement on basis for continued operations.

Some 2,500 area residents have submitted a petition to the judge, asking him to consider the moral effect on the community of the type of motion pictures the Art Cinema was showing as well as the impending financial hardship claimed by the owner, Reid Enterprises, Inc., if the film outlet was forced to close.

Completion of pleadings in the equity case is anticipated by end of the month.

T-L Names Carlton

NEW YORK—Richard Carlton has been named vice-president in charge of the entertainment division of the Trans-Lux company, it was announced by Richard Brandt, president, who said that the position is newly created to provide additional key management personnel to handle the company's heavily expanding activities. Carlton was formerly vice-president and general manager of Trans-Lux Television Corporation, a wholly owned subsidiary in which he now becomes executive vice-president.

Carlton's new position will entail supervision of the theatres division, Trans-Lux Television Corporation, Trans-Lux Distributing Corporation, and Entertainment-In-Transit.

SUPPORT FOR MGM

Exhibitors especially have a vital interest in the corporate affairs of major film companies. Currently, industry attention is centered on the battle brewing at MGM, where influential stockholder Philip Levin is opposing management proposals.

Anyone who has followed the affairs of MGM over the past few years must be impressed by the job that has been done by President Robert O'Brien and his management team. They have guided MGM back to a top spot in the industry after a period of considerable difficulty. Today, MGM is in a healthy fiscal position, and exhibitors can look forward to a steady flow of quality product.

Mr. Levin's objections to company policies seem to be based on an extremely narrow view of how they might affect his particular holdings, with little regard for MGM's important position in the motion picture industry or the long range effects of his counter-proposals.

An important group of exhibitors have formed a stockholders' committee to assist MGM management in the current corporate struggle. MGM has earned exhibitor support, and we urge every theatreman to do what he can to help the company maintain its position in the forefront of our industry. This is one fight exhibitors can't afford to lose.

JAY EMANUEL

Battle Lines Drawn In Censor Fight

MGM, Levin Present Views To Stockholders

NEW YORK—MGM director Philip J. Levin in a proxy statement sent to stockholders asked them to vote at a shareholders meeting on May 24 against a management proposal that the common stock be split two-for-one and the authorized shares increased from three to eight million; to support his proposal to effect a two-for-one stock split but to increase the authorized common stock from three to six million shares; to sign a requisition form that would ask the president or secretary of the corporation to call a new special meeting for the purpose of considering a proposal for preferential rights of subscription for holders of common stock when any shares are issued by the corporation for cash; and to consider and act upon a recommendation of the board providing that approval by the holders of a majority of the outstanding stock be required for the issuance of more than \$10 million in market value of stock for acquisition of assets or companies.

At the same time, a proxy solicitation letter from MGM president Robert H. O'Brien went out to holders, noting that "MGM is moving forward, but we must not lose momentum. We need your support to continue the same management programs which have brought such excellent results since 1963."

O'Brien cited the MGM stock proposal as "a procedure which has been followed by many of the major American corporations" and which "will create a broader and more vigorous market for your stock." He held that the increased number of shares will provide management a range of choices and flexibility to adopt the most favorable method of refinancing or expansion through acquisitions.

O'Brien said, "Mr. Levin has expressed the fear that the company program was designed to reduce the relative amount of his voting power through the issuance of additional shares. Thus MGM's program for growth in the best interests of all stockholders has collided with Levin's own personal ambitions and interests. The program has a single objective—the promotion and advancement of the interests of MGM and its stockholders. This latest statement by Mr. Levin is consistent with his prior position in voting against an increase in the dividend in December 1965 and voting against the regular quarterly dividend at the directors' meeting Feb. 24, 1966."

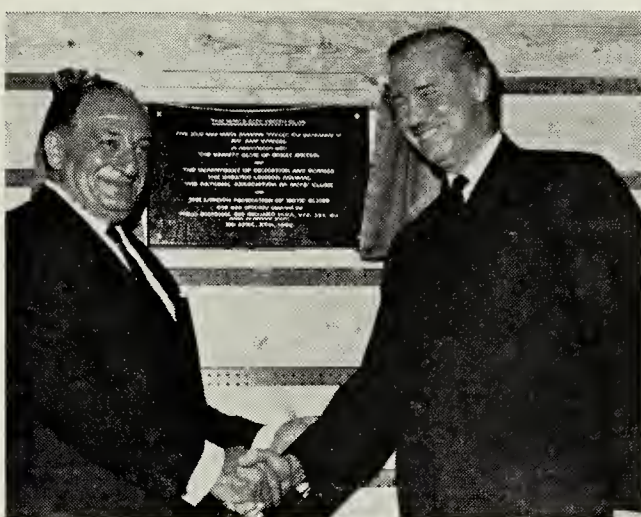
"Camelot" Finds Guenevere

BURBANK, CALIF.—Vanessa Redgrave, English actress and daughter of Michael Redgrave, has been chosen by Jack L. Warner to star as Guenevere in Warner Bros., forthcoming production of "Camelot."

Miss Redgrave's first major film, "Morgan!," opened recently in New York City to fine reviews. One writer predicted that "she seems set to conquer the movie world."

Miss Redgrave has appeared on the London stage frequently and with great success in Shakespearean productions, as well as contemporary plays.

She is the wife of film director Tony Richardson. On her first visit to California last year, when her husband was at work there, she took a course in political science at U.C.L.A. Her mother is the actress Rachel Kempson.



Field Marshal Sir Richard Hull recently thanked Sam Spiegel for his gift of \$28,000 towards the cost of the Variety Club of Great Britain's sponsored White City Boys Club and the pledge of \$2,800 annually towards the upkeep after the official opening in London.

Col.'s Cleveland Branch Leads Jackter Drive

NEW YORK—With Columbia Pictures' "Salute to Rube Jackter" drive at the halfway mark, Jules Livingston, branch manager at Cleveland, has piloted his exchange into first place from 10th position earlier in the drive. Following Cleveland are Atlanta, Memphis, and Dallas, in second, third and fourth places respectively.

Columbia has also announced the first winners of "Showman of the Week" awards, given to individuals who have advanced the most imaginative or effective idea in their specific area of responsibility. The winners chosen thus far include Bill Jeffries, office manager and head booker in Kansas City; Mrs. Billie Benick, booker in Washington, D.C.; Mae Carper, Memphis contract clerk; Stanley Smith, St. Louis salesman; and Juanita Myers, Dallas booker.

Backed by Columbia's current product line-up which includes "The Silencers," "The Trouble With Angels," "Born Free," as well as "Cat Ballou" and "Ship of Fools" Academy Award bookings, and "A Study In Terror" and "Ride Beyond Vengeance," most branches are running ahead of quota and competing fiercely for top position, with just a few percentage points separating each branch.

"Columbia on Every Screen Weeks" are coming up at the end of May and beginning of June. The Salute, which was launched on March 11, will run through June 23.

Festival Advisors Named

SAN FRANCISCO—A Hollywood advisory committee for the San Francisco International Film Festival, with Mr. and Mrs. Bing Crosby as co-chairmen, has been organized by Shirley Temple Black, chairman of the Festival's program division.

Other members are Jennifer Jones Selznick, Academy-award winning actress; Mervyn LeRoy, motion picture director; Joseph Cotten and his actress wife, Patricia Medina; and Deane F. Johnson, motion picture industry attorney.

The committee will serve as liaison between the Festival and the Hollywood motion picture industry and participate in various Festival events.

Rhode Island Struggle Brings Stormy Hearing; Assembly Adjournment Seen Blocking Any Early Action

PROVIDENCE, R.I.—Proposed revision of the state's anti-obscenity laws was both upheld as a means of stemming a "tide of filth," and attacked as still failing to cure constitutional defects, at a stormy two-hour hearing in the state house.

Conducted jointly by the Senate and House judiciary committees, the hearing was on a "package" introduced earlier.

The six bills included, which would affect movie censorship in this state, seek to update existing statutes in the light of recent U.S. Supreme Court decisions, and to add new material. One provision, for a state board to classify movies as fit or unfit for persons under 18, drew considerable criticism. Spokesmen for the Rhode Island affiliates of the American Civil Liberties Union said the proposed new board would be "worse" and more unconstitutional than the defunct state Commission to Encourage Morality in Youth, whose activities were ruled unconstitutional by the U.S. Supreme Court in 1963.

Sen. J. Joseph Garrahy (D), Providence, who introduced four of the bills in the presentation, quoted J. Edgar Hoover, Director of the Federal Bureau of Investigation, as saying that obscenity is a major cause of sex violence. The purpose of the new legislation, as proposed, is "not to censor" but to bring the issue of obscenity speedily before the state's courts, the senator said.

Barbara Scott, attorney for the Motion Picture Association of America, said the youth review board bill, as written, would be unworkable. Her major objection, she said, is to providing a fine for an exhibitor who admits youths to shows the board finds unfit, before a court has examined the ban.

Lt. Edward F. Apt, amusement inspector for the Providence police department and the city Bureau of Licenses, said enforcement officers in the state have been frustrated for lack of legal machinery to control obscenity. He said the proposed legislation is good and that the state needs the revisions included.

Judge Leo M. Cooney, Providence Police Court, said he feels the bills are constitutional. In talking about "rights," upholders of the Constitution should consider the rights of parents "to bring up children without exposing them to things they shouldn't be exposed to."

Due to the impending adjournment of the General Assembly, dim hopes are held out for the passage of any part of the legislation during the current session. It is believed that several other hearings, such as the recent one, will have to be held.

In some quarters, it was felt that the proposed legislation could loom as a major political campaign issue in the November elections. Especially may this be true in those cities and towns where the local authorities have been battling with the owners and operators of motion picture theatres, where so-called "dirty" movies, traffic congestion in the area surrounding the houses, and "wild" activities on the part of teen-age patrons has caused reasons to refuse applications for renewal of operating licenses.

Albany Observers Differ On Role Valenti Should Play As MPAA Chief

ALBANY—Two schools of thought exist in Albany on the particular metier for which Jack J. Valenti, new president, Motion Picture Association of America, is best fitted.

One believes the former aide-confidant of President Lyndon B. Johnson is most qualified to function in the field of combatting state or local censorship, as well as improving the industry's position nationally and in Washington.

The other contends that the hard driving, enormously energetic Texan should throw the weight of his influence for "changes" to strengthen the Production Code. In other words, Valenti should strive for "closer industry self-regulation."

Veterans of film business take the first position. Some legislators, including Assemblyman Jules G. Sabbatino, D.-Queens, chairman of Joint Committee on Offensive and Obscene Material, assume the second stance.

Valenti, best known here because of his status with the President, is assumed, on both sides, to "know his way" around the nation's capital. This can not help but benefit the motion picture business, it is agreed.

Industryites project their thinking a step further: Valenti should also be ideally equipped to fight censorship. They point out that Dallas, in his native state, is one of the largest cities to adopt a film review licensing ordinance recently. So far, this statute has successfully undergone court scrutiny. Whether it will, if and when brought to the Supreme Court, is a guess.

Assemblyman Sabbatino and other solons, who still support "some kind of state film licensing," are of the opinion Valenti should concentrate on firming the Code. They think he would be ill-advised to participate in a strong drive on "censorship"—because "the tide is unmistakably running against obscenity and pornography."

Chairman Sabbatino adds that he and the JLC's counsel, John A. Manning, Brooklyn attorney, hope to draft a licensing law for introduction at the 1967 legislative session.

New York State's long-established prior review law was declared unconstitutional by Court of Appeals in the wake of a directive from the nation's top tribunal.

The Joint Committee has successfully sponsored in the Assembly this year two bills which would have some "curbing" effect on motion pictures. Senate action is awaited.

The feeling is unanimous here that Louis Nizer, engaged by MPAA as general counsel for a five-year term, possesses super equipment and experience to advise the Association.

AIP Schedules Another

HOLLYWOOD—Tenth production for American International, an addition to the nine announced earlier, has been set by AI top executives James H. Nicholson and Samuel Z. Arkoff. It will be the sixth co-production, while four will be made in Hollywood—all during the next six months.

Latest American International production for 1967 release will be a co-production with Italian International Films titled "Guns of Anzio," to be filmed in early fall of this year in Rome and at the famed World War II landing spot, now an Italian resort, Nicholson and Arkoff disclosed.

TV Catches Student Reaction To J.F.K. Biopic

NEW YORK—An in-depth filmed report on the special 10:00 a.m. morning shows for parochial and public school groups at the 57th St. Lincoln Art Theatre during the engagement of "John F. Kennedy: Years of Lightning, Day of Drums" was telecast recently on the WCBS-TV Evening News.

Conducted by WCBS-TV newscaster Peter Hyams, the feature report included footage of the schoolchildren lining up outside the theatre, and also of their reactions while watching the color film of the life of the late President Kennedy. Interviews with students and faculty members as they left the Lincoln Art concluded the report.

Hartford Pay-TV Test Turns "Rental" To "Service"

HARTFORD—RKO General, owner-operator of WHCT-TV (channel 18), America's sole on-the-air subscription television experiment, has made a small but meaningful change in terminology of station charges.

Heretofore, the charge of 75 cents a week, or \$3.25 per month, has been called "rental." Now it'll be known as a "service fee."

"This is not a move on our part to play with words, nor are we making an effort to change our 'image,'" said Keigler E. Flake, general manager. "The term 'service fee' simply reflects more accurately what the 75 cents a week, or \$3.25 a month, really involves."

"This small fee guarantees that our men in the field can and will give you the best and fastest service, whether you live in the immediate vicinity of the station or in the more distant regions of our broadcast area. It also makes it possible for us to maintain the most up-to-date equipment available to deal effectively with whatever problems may arise—from a loose wire to the replacement of a decoder."

FCC Commissioner Raps Ignorers Of TV Code

WASHINGTON, D. C.—Robert E. Lee, FCC Commissioner, told a luncheon meeting of the Catholic Laymen's First Friday Club that license renewals will be jeopardized for those television stations which permit themselves to disregard the decency provisions of the tv code under pressure from the film industry.

Lee said there should be different standards for tv which comes into the home than there are for books or even for theatrical films. He noted that the FCC has tried unsuccessfully to get the Supreme Court to state categorically that obscenity decisions in book cases don't apply to tv.

He pointed out the FCC dilemma in that there are criminal laws against obscenity on the air, but the FCC has specific provision in the Communications Act prohibiting it from censoring what goes on the air. He cited Congressional intent and court decisions to back his belief that the commission does have the power to review whether a station's programming is in the public interest.

He praised the NAB code and agreement between the NAB authority and the Association of Motion Picture and Television Producers. He added, however, that there are many Hollywood stars who have their production companies not aligned with either group; that there are other Hollywood and tv film producers not members; and that there are tv stations which do not subscribe to the NAB code.

Lee accused some in the tv industry of assailing the NAB-TV code as a bar to artistic expression and some in Hollywood who go so far as to characterize as an attack on free speech the refusal of some newspapers to accept sexy ads.

Earnings Record For MCA

NEW YORK—The highest first quarter earnings in the history of MCA Inc. were announced by Lew R. Wasserman, president.

The unaudited consolidated net income for the three months ending March 31 amounted to \$4,014,525, and after preferred dividends, was equal to 82 cents per share on the 4,706,568 average number of shares of common stock outstanding during the period.

For the corresponding three months in 1965, consolidated net income was \$3,925,563, and after preferred dividends, was equal to 80 cents per share on the 4,680,620 average number of shares outstanding.



Richard Chamberlain recently officiated at the opening of the new MGM exchange at 1025 Vermont Avenue, N.W., Washington, D.C. Shown holding the ribbon is Otto Ebert, backed up by the exchange staff.

Czech Director Credits N.Y. Festival For Success

NEW YORK—Three New York Film Festival selections were nominated for this year's Academy Awards, with top honors being won by "The Shop on Main Street" (Best Foreign Language Picture, distributed by Prominent Films) and "The Chicken" (Best Live-Action Short Subject, distributed by Pathe Contemporary Films). "Overture" (Documentary Short Subject, distributed by Pathe Contemporary Films) was also in the running.

Czechoslovakian director, Jan Kadar, co-director of "The Shop on Main Street," who passed through New York on his way back from Hollywood bearing his "Oscar," made these remarks: "The beginning of the career of our picture was really the New York Festival, for it was with the Festival that our picture won the best introduction into the United States a motion picture could have. At the Cannes Film Festival, where it was earlier shown, no one wanted to buy it for distribution; there was no commercial interest in a little Czechoslovakian film on such a big subject."

"The enthusiasm of the New York Film Festival audience and the response of the national film critics during it not only influenced the success of our film around the rest of the United States, but had a direct influence for success and purchase in other countries around the world."

"I feel strongly that the best point of departure for a film like 'The Shop on Main Street' is the New York Film Festival. More than anyone else, I am in a position to appreciate the efforts of the Festival on behalf of new works."

IATSE Drive For All Film Workers Seeks To Boost N.Y. Production

Tex. Exhib Uses Marquee To Warn Noisy Kids

DUMAS, TEX.—After the noise problem in the Evelyn Theatre had simply gotten out of hand and after battling the problem for some time, H. S. McMurray decided that he would declare war on noisy kids and would ask them to leave if they continued to be noisy.

Before taking this drastic action, McMurray placed a warning on his marquee which stated, "We have declared war on noisy kids. Parents warn yours."

McMurray said that after posting the notice on the marquee, results were amazing, and the noise problem has ceased temporarily.

"How To Steal" To Hall

NEW YORK—William Wyler's "How to Steal a Million" will have its world premiere at Radio City Music Hall in mid-summer, it was announced by Joseph M. Sugar, 20th Century-Fox vice-president in charge of domestic sales, and James F. Gould, president of the famous Rockefeller Center playhouse.

The engagement will mark the first 20th Fox film produced under the company's new management to play the Music Hall since Darryl F. Zanuck assumed the presidency.

NEW YORK—The drive to bring all film production workers on the east coast into I.A.T.S.E. membership moved into a new phase, with the union inviting unaffiliated craftsmen to a meeting.

Prominent advertisements in the trade press and the New York Times, stressing the need to "stabilize the industry," announced that the session would be held in the Gertrude Lane Auditorium.

Committee in charge of the meeting included three I.A.T.S.E. business agents—Steve D'Inzillo, Operators Local 306; Kenneth Fundus, Studio Mechanics Local 52; and John Hall, Jr., Make-Up Artists and Hair Stylists Local 798 and Theatrical Wardrobe Attendants Local 764.

"A prime objective in pursuing this course," D'Inzillo said, "is to create a climate which will attract more film production to New York City and thereby make possible more employment for the competent craftsmen located here. With the aid of the producers and the City of New York, we are working toward the efficient and economical procedures needed to accomplish our objective."

NGC Dividend Set

LOS ANGELES—Directors of National General Corporation declared a regular quarterly dividend of five cents per common share, payable June 1 to shareholders of record May 20.

M-G-M launches
the LADY
with one L of a
blast!

The big star-power p has the big campaig

SOPHIA LOREN • PAUL NEWMAN DAVID NIVEN go from Pleasure Palace

3 great
stars get
together
... and
make
really big
things
happen to
comedy!



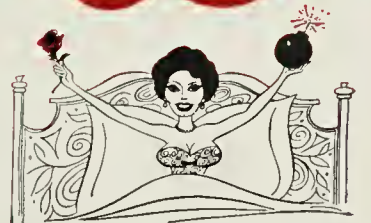
This horizontal double-spread ad
will appear in **LIFE** on May 27th and
LOOK on June 28th in full color
and will tell 62 million readers about
this big entertainment!

ture for the summer o go with it!

to Royal Palace...

METRO-GOLDWYN-MAYER
PRESENTS
A CARLO PONTI PRODUCTION

LADY L



SCREENPLAY AND DIRECTED BY
PETER USTINOV · CARLO PONTI
PRODUCED BY
IN **PANAVISION**® and **EASTMANCOLOR**® 

CO STARRING

DALIO · CECIL PARKER · PHILIPPE NOIRET · MICHEL PICCOLI
and CLAUDE DAUPHIN

SETS DESIGNED BY
JEAN d'EAUBONNE · DIRECTOR OF PHOTOGRAPHY
HENRI ALEKAN · PRODUCTION MANAGER
PIERRE LAURENT

AMERICAN PREMIERE MAY 18th
at LOEW'S STATE and BEEKMAN THEATRES
in NEW YORK CITY

For National Release This Summer



THIS IS THE YEAR
OF THE LION!

Warner Bros. Net Income Rises; Eight Films Currently Shooting

NEW YORK—Warner Bros. Pictures, Inc., reports for the six months ended Feb. 26 consolidated net income of \$3,369,000, representing 69 cents per share on the 4,877,552 shares of common stock outstanding at that date. The consolidated net income for the corresponding period last year amounted to \$2,683,000, which represented 55 cents per share on the shares outstanding at Feb. 27, 1965.

Film rental income from theatrical exhibition amounted to \$32,022,000, and from television exhibition \$19,430,000; record, music, and other income, \$15,372,000; dividends from foreign subsidiaries not consolidated, \$168,000; and profit from sales of capital assets, \$3,000, for the six months ended Feb. 26, as compared with \$26,318,000, \$10,699,000, \$10,835,000, \$15,000, and \$487,000, respectively, for the six months ended Feb. 27, 1965.

Net current assets at Feb. 26 were \$45,348,000, and debt due after one year was \$7,289,000, compared with \$45,517,000 and \$8,961,000, respectively, at Nov. 27, 1965.

Warner Bros. had eight major motion pictures in production around the world as "A Covenant With Death" went before the cameras on location in New Mexico. All are being filmed in color.

In addition to "A Covenant With Death," two other films are on location elsewhere in the United States, "Any Wednesday" in New York and "Hotel" in New Orleans. There are three productions in Europe: "Kaleidoscope," "Legacy of a Spy," and "Day of the Champion." Now being completed at the Warner Studios in Burbank, Calif., are "An American Dream" and "Not With My Wife, You Don't!"

U's Wortman To London

LONDON—Jay Kanter, MCA vice-president who heads up Universal Pictures Limited, announced that Marshall Wortman, associate director of industrial relations at Universal City Studios for the past six years, will be transferred to London to take over the management of business affairs.

Wortman, who had been here for the past month acquainting himself with his new duties, will return in June to take up his current assignment in line with the company's expanding production program.

Before joining Universal City Studios, Wortman was director of business affairs for California National Productions, a subsidiary of the National Broadcasting Company, and studio manager for Samuel Goldwyn.

Raphel On Europe Tour

NEW YORK—David Raphel, vice-president, 20th-Century-Fox International, left last week for Europe, where he and Julian Berman, continental manager, will conduct a four-week tour of 20th-Fox's European branch sales offices. They will discuss sales policies on the forthcoming season's line-up of product with branch sales executives, and meet with important exhibitors in each territory.

In addition, they joined Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising, publicity, and exploitation, and Emile Buyse, director of advertising and publicity for Europe, at the Cannes Film Festival, where 20th-Fox's "Modesty Blaise" was screened in competition.

University, Exhibits Clash Over Campus Screenings

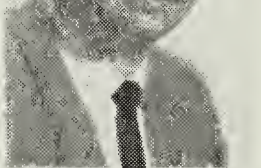
SEATTLE—Local theatre owners and the University of Washington clashed at a legislative hearing on the showing of movies on campus.

Spokesmen for the Theatre Owners and Operators of Washington told the legislative Council's sub-committee on commerce, industry, trades, and professions that tax-supported institutions should not engage in competition with private enterprise.

University of Washington representatives defended the campus screenings, which are limited to students and faculty and are sponsored by the Associated Students. The controversy has led to student picketing of a U-District theatre after a distributor canceled three films scheduled for showing at the University.

AIT Promotes Donnelly

NEW YORK—Ralph E. Donnelly has been appointed vice-president in charge of film buying and booking of Associated Independent Theatres. The announcement was made by Conrad Baker, president, in behalf of the board of directors.



Donnelly

Donnelly, 34, formerly general manager of A.I.T. (which operates 23 theatres on Long Island, New York City, Westchester, and New Jersey), has been with the firm since its founding in 1953. He has handled all phases of its operation from the management level, including personnel, new construction and booking.

New Trends Chiefs Tour

NEW YORK—Edward Anthony Myerberg, president of New Trends Associates, Inc., and Leo F. Samuels, general sales manager for the company, are on a three weeks, 10 city tour of the United States to set up their new series of children's matinee films.

First stop was to be San Francisco, and other cities on the route include Los Angeles, Dallas, New Orleans, Miami, Atlanta, and elsewhere. In addition to visiting exhibitors in these cities, they will also visit public and parochial school heads.

David Selznick's "The Adventures of Tom Sawyer," Paul Gallico's "Small Miracle," "Black Beauty," "Long John Silver's Return to Treasure Island," and David Selznick's "Little Lord Fauntleroy" are some of the pictures they are selling.

Black Ink For Cinerama

LOS ANGELES—Cinerama, Inc., reported its operating results for the 13 weeks ended April 2.

Gross income was \$1,150,324; net profit for the 13 weeks was \$145,495; and net profit per share was five cents.

Allied's Cohen To Attend Annual Will Rogers Meet

BUFFALO—Sidney J. Cohen, president, Motion Picture Theatre Owners of New York, Inc., will attend the annual meeting of the Will Rogers Hospital and O'Donnell Research Laboratories, starting Thursday, June 9, at Whiteface Inn on Lake Placid. Cohen is a member of the board of directors.

The dedication ceremonies of the Abe Montague Memorial Library and Study Center at the Will Rogers Hospital, Saranac Lake, will be held Friday, June 10 at 10:30 a.m. There will be a welcoming cocktail party at Whiteface Inn at 6:30 on June 9, with dinner at 7:30. The annual board of directors meeting will be held Saturday morning, June 11, at Whiteface Inn.

Following the ceremonies at the Study Center, there will be a short tour of the entire plant and operation of the hospital and laboratories. The annual luncheon will be held at noon at the hospital, and that same evening, the entire group will be entertained by Fred Schwartz at Holiday Harbor, an entertainment center.

Cohen has sent a brochure to members of New York Allied on the New York and New Jersey combined convention, Monday through Thursday, Aug. 8-11, at the Concord on Kiamesha Lake in the Catskills and urges all members to send in their reservations at once as a capacity attendance is expected.

Reservations should be sent to Concord Hotel, Kiamesha Lake, N. Y., convention office. The brochure gives rates and accommodations.

Biggest Sign Sells "Bible"

NEW YORK—Work has begun to convert the largest sign area on Times Square into a mammoth advertising display for the New York roadshow engagement of Dino De Laurentiis' production of "The Bible." Measuring 61 feet tall and covering the entire block between 45th and 46th streets on the west side of Broadway, the sign contains approximately 16,200 square feet of display area.

The display will depict the six major sequences of the 20th Century-Fox release: the Creation, Adam and Eve, Cain and Abel, Noah and the Ark, the Tower of Babel, and the story of Abraham. In addition to presenting the cast and credits, the sign also will invite mail orders and theatre party inquiries.

The huge display area previously has been used to advertise three 20th-Fox reserved-seat attractions simultaneously: "The Sound of Music," "Those Magnificent Men in Their Flying Machines," and "The Agony and the Ecstasy," as well as to announce the coming of "The Bible." Each week, an estimated 13,000,000 people view the sign.

"The Bible" will have its world premiere Sept. 28 at Loew's State.

Hecht Joins SIP

HOLLYWOOD—The Society of Independent Producers has added the 25th member since its formation 18 months ago. Harold Hecht, one of Hollywood's leading independent producers, has joined the Society, it was announced by Eugene Arnstein, executive vice-president of S.I.P.

Hecht is currently preparing "The Way West," which stars Kirk Douglas, Robert Mitchum, Richard Widmark, and Lola Albright for United Artists release.

T-L Harrisburg Theatre Bows Aug. With "Zhivago"

HARRISBURG, PA.—The newly constructed Trans-Lux Theatre at the Colonial Park Plaza Shopping Center in Harrisburg has been scheduled to open on or about Aug. 10 with MGM's "Doctor Zhivago," it was announced by Thomas Rodgers, vice-president of Trans-Lux Corporation. The opening will be a gala affair, Rodgers said, and the event will likely be extended over several days of planned activities. Arrangements are being made by the executive to bring one or more of "Zhivago's" stars to Harrisburg to promote the film, winner of five Academy Awards.

The 1,000-seat theatre will be most modern in central Pennsylvania, according to Rodgers, and will be equipped for every screen ratio, including Cinerama. The 45-acre shopping center can park 6,000 automobiles and is located at the juncture of several main traffic arteries.

Rodgers said that "old fashioned" ballyhoo will be a mainstay of the new theatre's operation, beginning with Colonial dress (wigs included) for ushers and front personnel.

"We've even planned a 'Garden of Posterity' where we will permanently enshrine mementos, memorabilia, footprints, etc., to commemorate local events of importance and honor local citizens," Rodgers said. "Shopping centers today are more like community centers, and we intend to take the lead in Harrisburg by making our theatre the 'heart' of that center," he concluded.

TV For Country House

HOLLYWOOD—Directors Guild of America is donating television sets for each of the 16 new cottages now being built for the Motion Picture Country House and Hospital, David Butler, chairman of the DGA Educational and Benevolent Foundation, and George L. Bagnall, Motion Picture Relief Fund president, announced. MPRF maintains the Country House and Hospital in Woodland Hills.

Tv receivers will be installed in the cottages immediately after the new structures are finished, with completion now scheduled for the second week in June, shortly before MPRF's annual meeting on June 26.

New Names For Polon Fete

NEW YORK—Ernest Sands, assistant general sales manager, Paramount Pictures, and Morton Sunshine, executive director, Independent Theatre Owners Association, have been named executive coordinators of the motion picture industry luncheon honoring Matthew Polon, president and general manager of RKO Theatres.

The luncheon will be held May 25 at New York's Americana Hotel. Charles Boasberg, D. J. "Bud" Edele, and Morey "Razz" Goldstein are co-chairmen of the event, which will be attended by members of all divisions of the motion picture industry.

Tech. Promotes Buckley

HOLLYWOOD—R. G. Buckley, day plant superintendent of Technicolor Corporation's color motion picture manufacturing plant in Hollywood, has been promoted to assistant plant manager, it was announced by A. P. Lofquist, Jr., vice-president and general manager of the motion picture and television division.

Tex. Women's Clubs Talk Movies, Honor "Miguel" Producer Radnitz



Mary Hughes, featured in American International's "beach" productions, recently sent a life-sized pinup to servicemen when she was unable to accept an invitation from the crew of the U.S.S. Seminole to visit Viet Nam with a U.S.O. troupe.

LUBBOCK, TEX.—Marian Ross, community relations department associate of the Motion Picture Association of America, was the luncheon speaker at the annual convention of the Texas Federation of Women's Clubs here.

Miss Ross discussed the many interesting and stimulating movie projects that the clubs of the Federation have had throughout the United States the past year. In pointing out the variety of club programs available through the specially prepared "Movies and You" materials, she commented that in the past year, reasons for having club programs on the movies ranged from parents' interest in films for their children, to learning how to select motion picture entertainment, and working with exhibitors to get the best films in their communities.

Universal Pictures' "And Now Miguel," was screened for the entire convention and the producer, Robert B. Radnitz, was the banquet speaker.

Radnitz has the rare distinction of having been the recipient of two Venice Film Festival awards. These were for his productions, "A Dog of Flanders" and "Island of the Blue Dolphins."

Believing that motion pictures are most effective when predominantly visual and not overtalkative, Radnitz said: "A child will look at anything you present to him on the screen. Therefore, it behooves us to present him with exciting visual fare—fare that will stimulate his imagination creatively."

Radnitz was again honored when Mrs. J. L. Ginnings, president, presented him with a certificate of appreciation which read: "The Texas Federation of Women's Clubs presents this certificate of appreciation to Robert Radnitz for the many hours of enchanting screen entertainment he has provided club members and their families, and for the excellence of his most recent production, 'And Now Miguel.'"

Brandt Tribute Planned

NEW YORK—Mrs. Anna Roosevelt Halsted, Senator Jacob K. Javits, Senator Robert F. Kennedy, and New York's Mayor John V. Lindsay are serving as honorary chairmen of the Wiltwyck School for Boys dinner tribute to Harry Brandt, president of Brandt Theatres, it was announced by Joseph E. Levine, dinner chairman.

Brandt will receive the Eleanor Roosevelt Award for his leadership and guidance to the growth of Wiltwyck School on June 12 at the Hotel Plaza in New York.

Ambassador Arthur Goldberg, United States Representative to the United Nations, will be the principal speaker at the dinner.

7-Arts Post To Levy

NEW YORK—William Levy has been named foreign sales manager for Seven Arts Productions International, it has been announced by Norman Katz, Seven Arts' executive vice-president in charge of foreign operations. Levy, who formerly functioned as executive assistant for sales, will report directly to Katz and will headquarter in London.

Friedman To Top Post In Para. Ad-PR Dept.

NEW YORK—Joseph Friedman has been elected a vice-president of Paramount Film Distributing Corporation, and has also been named director of advertising and public relations for Paramount Pictures Corporation, it was announced by George Weltner, president of Paramount Pictures Corporation.

"Mr. Friedman's promotion recognizes his important contributions to Paramount's marketing and merchandising activities in recent years," Weltner said. "We are especially pleased that this is a major advancement from within the company, highlighting our continuing effort to take maximum advantage of the wealth of young executive strength in all divisions of our organization."

In his new position, Friedman succeeds Martin Davis, who was recently elected a vice-president of Paramount Pictures Corporation and executive assistant to Weltner.

Friedman was executive assistant to Davis prior to the latter's promotion. He joined the company in 1958 as exploitation manager. Prior to joining Paramount, he was associated with Warner Brothers Pictures for 12 years.

Schine Disposes Of "Marginal"

GLOVERSVILLE, N. Y.—J. Myer Schine has disposed of his interests in the Ashland Theatre, Ashland, Ohio, to Harold Nusbaum, Mansfield, Ohio.

Disposal of the property is part of the plan which the Schine interests have put into effect concerning marginal theatre properties. Plans call for a tightening of operations to include only profitable operations.

At the conclusion of this disposal of marginal properties, the Schine Company will embark upon an expansion plan.

"Lady" Of Spain

HOLLYWOOD—The Spanish Film Critics Association Medal, equivalent to Hollywood's "Oscar," has been awarded to Jack L. Warner for his production of "My Fair Lady," voted the best foreign picture of the year by the Spanish press.

The NEW YORK Scene

By Mel Konecoff

THE 33RD ANNUAL MEETING AND LUNCHEON OF NATIONAL FILM SERVICE and National Film Carriers (they have the shortest post-luncheon speeches in the business) was held at the Roosevelt Hotel last week, at which time Ray Trampe was re-elected president of the Carriers for the zillionth consecutive term. At the meeting prior, members discussed diversifying into the small package delivery service because they can't make a living sticking strictly to film deliveries.

CALENDAR NOTE: The new president of the Motion Picture Association of America will be unveiled at a cocktail reception at the Four Seasons, tomorrow (Thursday). Welcome, Mr. Valenti!

MISH MASH: FROM MUNICH, GERMANY, CAME AN AIR MAIL MISSIVE WITH the notation that this was a secret message sent from a location in the shadow of the Iron Curtain, which had to be dipped in water for the real, meaningful words. Since our reservoirs are faring better these days, we went ahead and dipped. Since this is all hush-hush, we can't tell you that it called attention to "The Defector" being filmed in and around Munich with Montgomery Clift for Seven Arts release. We think that these secret message people are having something put over on them as at the very bottom is the legend—"printed in the U.S.A."

From the same area, in Berlin, where Guy Hamilton is directing "Funeral in Berlin" with Michael Caine, comes word that the Berliners are not very happy with the subject. While permission was not exactly withheld, neither was it especially encouraged. People concerned with the project were warned not to discuss it, and a different working title is being used in public, "Finale in Berlin." The Berliners are "brash, hearty and even quite rude at times." The gang can hardly wait to return to Britain.

Then, good old Peter Van Haverbeke, a Columbia Pictures staffer, sends along a first day of issue envelope with the new postage stamp issued by the U.S. Post Office honoring the American circus. It was postmarked Delevan, Wisconsin, and, no, it did not have a foto of Don Ameche on the telephone. He just happens to star in a circus film, "Rings Around the World," which Columbia happens to be releasing.

Press representatives across the nation have or are receiving a selection of photographs by six photographic specialists, who covered the filming of Mark Robson's "Lost Command" in Spain. The unusual enlargements and extensive mass mailing are part of Columbia's advance promotional campaign for the Anthony Quinn starrer.

Merv Griffin, who has a syndicated television variety show seen in a number of cities, over a period of time has been asking a hundred members of each audience some general questions, which they have answered via indicators attached to their seats. More than a month before the presentation of the Academy Awards, his audiences picked the motion picture of the year to be "The Sound of Music"; the actor of the year to be Lee Marvin; and missed by one on selecting Julie Christie as the actress of the year. The question started out, "If you were voting in the Academy Awards. . . ." Perhaps this indicates the public should be consulted more often.

THE METROPOLITAN SCENE: WILLIE WANG, A MEMBER OF THE ADVERTISING-publicity department of MGM, celebrated his 40th year with the company last week. He recalled that when he joined the company in 1926, five MGM films were playing Broadway: "The Big Parade" with John Gilbert; the original "Ben-Hur" with Ramon Novarro; "The Merry Widow" with Mae Murray; "Mare Nostrum" with Alice Terry; and "The Barrier" with Lionel Barrymore. . . . Two features being filmed in the New York area, Warners' "Any Wednesday" with Jane Fonda and Jason Robards, and MGM's "Penelope" with Natalie Wood and Dick Shawn. . . . The Dalek, a man-sized talking robot, one of England's most popular television stars, arrived here for tv and press interviews in connection with Continental's "Dr. Who and the Daleks." When we tried to reach him at the Americana, we couldn't make ourselves understood even though the people we get along with best are mechanical robots. . . . Museum of Modern Art has an exhibition of 150 stills entitled "The Career of an Actress: Sophia Loren."

INVITATION: Governor John A. Love of Colorado writes in part: "It is a pleasure for me to extend you this personal invitation to join us on a three-day tour of the State of Colorado from Monday, May 16, through Wednesday, May 18, 1966."

Okay, Guv, we're with you and "Stagecoach" too. Save us a bit of barbecue.

Erwin Tors Named V-P Of Ivan Tors Films

CULVER CITY, CALIF.—Erwin Tors has been elected vice-president and general manager for Ivan Tors Films, Inc., it is announced by Ivan Tors, president.

Under his newly increased responsibilities, Erwin Tors left for London and the Continent in behalf of the company's overseas interests.

Erwin Tors for the past 10 years has been treasurer of Ivan Tors Films, which has in the last three years had an explosive growth in both television and motion picture production. Maker of "Sea Hunt" and other previously highly successful series as well as feature films, the company's "Flipper" series for NBC has been renewed for a third year; its "Daktari"

series for CBS for a second year.

This summer will see the release of three pictures under the Tors' banner, "Around the World Under the Sea" by MGM, "Birds Do It" by Columbia, and "Namu, the Killer Whale" by United Artists, plus the twin-reissue of Tors' features "Flipper" and "Flipper's New Adventure."

Among feature films scheduled for 1966 production are "Cowboy In Africa," "Gentle Ben," "The Biggest Dog In the World," and others. The Tors' interests also include the Ivan Tors Studios in Miami, Florida, an "underwater" studio in the Bahamas, and "Africa, U.S.A.," a unique animal compound in Soledad Canyon near Los Angeles.

Wilby-Kincey Heaps Praise On Col.'s "Born Free"

NEW YORK—Columbia Pictures and "Born Free" have received unusual accolades from the Wilby-Kincey circuit, southeastern theatre chain. In a special brochure honoring the Carl Foreman-Columbia presentation, the circuit hails "Born Free" as an "unbelievable masterpiece of film presentation."

The circuit brochure also salutes Columbia for its "outstanding job in the preparation of material, national publicity and depth penetration" in promoting the film.

Calling "the scope of emotions, adventure, excitement, and grandeur of 'Born Free' beyond simple word description," the brochure outlines some of the outstanding qualities of the Virginia McKenna-Bill Travers starrer which make up the "full and completely satisfying entertainment values" and contribute to the film's "one hundred percent mass appeal."

"Born Free" is scheduled for release by the circuit beginning with the local premieres at the Fox, Atlanta, and the Alabama, Birmingham on May 27.

Following the May 27 premieres, the film will open at the Imperial, Augusta, Ga.; Paramount, Montgomery, Ala.; Palace, Athens, Ga.; Wilby, Selma, Ala.; East Gate, Chattanooga, Tenn.; State, Kingsport, Tenn.; Majestic, Johnson City, Tenn.; Lucas, Savannah, Ga.; and Tiger, Auburn, Ala.

The Wilby-Kincey bookings are part of the extensive summer release plans for "Born Free," following record pre-release openings at the MacArthur, Washington; Vogue, Los Angeles; Stage Door, San Francisco; Strand, Erie, Pa.; and Capri, Boston.

Disney Net Rises

BURBANK, CALIF.—Consolidated net profit of Walt Disney Productions and its wholly-owned domestic subsidiaries for the six months ended April 2 was \$4,502,000, equal to \$2.32 per share on the 1,939,957 common shares outstanding, president Roy O. Disney said in an interim report to shareholders. The corresponding period ended April 3, 1965, showed a net profit of \$4,136,000, equal to \$2.23 per share on the 1,854,273 common shares then outstanding.

Gross income for the six months was \$45,433,000, as compared with \$40,212,000 for the related period last year.

In addition, the board of directors on May 12 declared the regular quarterly cash dividend of 10 cents per share.



Touring on behalf of Universal's "Johnny Tiger," Robert Taylor, star of the film, is seen here in Miami, Fla., with P. F. Rosian, U's regional sales manager.

Spots, Trailers Ready For "Lost Command"

NEW YORK—Columbia Pictures is servicing a broad range of featurettes, tv spots, and theatrical teaser trailers to television stations and theatres across the nation as part of the extensive promotion and advertising campaign being put into action for the forthcoming release of Mark Robson's "Lost Command."

The television materials include four television featurettes. One is titled, "Claudia Cardinale Talks to George Segal," produced off-the-cuff in Spain during the shooting of the feature. A between-the-scenes interview, the featurette is a discussion between the stars in which they talk about their careers.

How movie kissing scenes must pass the exacting requirements of the director, sound, and electrical crews is scrutinized in "How to Kiss A Girl." The five-minute sequence is a series of screen-kissing rehearsals shared by Anthony Quinn and Michele Morgan, and Alain Delon and Claudia Cardinale.

The four stars also provide footage in "An Actor's Life For Me," which spotlights their off-screen activities and what they do to relax between scenes.

Mark Robson is the subject of the fourth featurette, "The Un-split Second," which details some of the directorial methods that have produced such motion pictures as "The Bridges at Toko-Ri," "Peyton Place," "The Prize," and "Von Ryan's Express."

In addition to the four featurettes, Columbia has produced a full range of television spots highlighting the intense action of "Lost Command" and the cast of international stars.

Applicant Seeks CATV Franchise For Brooklyn Via Phone Facilities

N.Y. Appeals Court Affirms Dismissal of Preminger Suit

NEW YORK—The Appellate Division of the Supreme Court of New York County, by a vote of four to one, affirmed the Supreme Court in its dismissal of a complaint brought by Otto Preminger and Carlyle Productions against Columbia Pictures and Screen Gems which sought an injunction to prevent the showing of "Anatomy of a Murder" on television.

Yates Joins AI-TV

NEW YORK—As part of a major expansion program in American International Television activities, Richard G. Yates has been appointed syndicated sales manager for the company, AI-TV vice-president Stanley Dudelson announced.

The strengthening of the sales force, Dudelson stated, was one facet of AI-TV's increased programs, which include an intensification in sales drives for present packages, the possible entrance of AI-TV into co-production arrangements for one-half hour shows and cartoon series, and a greater emphasis on children's color specials for holiday periods.

NEW YORK—Bartell Cable TV Systems, Inc., a subsidiary of Bartell Media Corp., has applied to the New York City Board of Estimate for a CATV franchise covering the borough of Brooklyn.

The application would substantially expand the current franchise service program authorized by the city for two areas of Manhattan and one in the Bronx, said Melvin M. Bartell, president.

If the franchise is authorized, he said, the company would be the first organization to utilize the New York Telephone Co.'s special installation equipment on a leaseback basis. None of the three existing Manhattan or Bronx franchisees employs such facilities or personnel or provides such service, he said.

A fair test of CATV installation techniques, Bartell said, should seek out the best procedures and equipment available. Bartell Systems' proposed utilization of telephone company personnel will bring the most efficient CATV service to the community at the earliest possible time, he said.

The Bartell application points out that a great percentage of tv homes in Brooklyn now get poor reception. While inadequate reception is tolerated in black and white tv, he said, it would make impossible a satisfactorily viewable picture in color. CATV, by assuring uniformly superior reception, will be vital to viewers when all 12 New York City VHF and UHF channels will be broadcasting in color.

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LONDON Observations

by Jock MacGregor

I CANNOT RECALL A FILM FUNCTION QUITE LIKE ASSOCIATED BRITISH Cinemas' celebration dinner at the London Hilton. It was unique on several counts. For the first time ever, all managers, field executives, head office chiefs, and company directors were together. There were virtually no speeches and no head table. Sir Philip Warter, C. J. Latta, Robert Clark, Bill Cartlidge, Bill Carpenter, David Jones, Jimmy McDonald and the other top brass were dispersed around the tables to achieve the greatest personal contact. In all, 356 were present. The only sad note was that Jack Goodlatte had developed a temperature on his return from seeing "The Bible" in Rome and had to send his best wishes. Bill Cartlidge did say a few words of welcome. He explained that the dinner was to thank managers for their help and cooperation during difficult times (shortages of boxoffice product and staff) which had now ended, told them to relax and enjoy themselves and be at the Warner next morning to see a compilation of shots from the Paramount, Warner-Pathe, and MGM product which they will be showing. He successfully reflected the spirit of the evening by comparing it to the "sheer joy of a family gathering." B. H. Clifford, Lincoln, thanked Bill on behalf of fellow managers and requested that a good will message should be sent to Jack. My pleasure was enhanced by realising how many present I knew and for so long. After the coffee, table hopping became an enjoyable pastime.

THE ODEON, LEICESTER SQUARE, STAGED TWO PREMES IN THE WEEK. On Monday, "Othello" was shown in the presence of the Queen in aid of charity, and on the following day was moved to the smaller Haymarket Odeon for an unlimited two-a-day hard ticket run. Most critics hailed the film on the grounds that it will enable future generations to see Olivier's great stage performance. On Thursday, "Modesty Blaise" was world premed in aid of the Newsvendors Benevolent Fund and had the wholehearted support of the Express newspaper group. Special editions, contents bills, the lot backed it. Every Londoner must know that it has opened. Directed by Joe Losey and starring Monica Vitti, this female secret agent drama is lovely to look at, thanks to fabulous settings and dresses, but has its tongue so firmly in its cheek that some of the less critical could be forgiven for sometimes wondering what it is all about. Based on the Evening Standard's strip cartoon, this would seem to be a film which can not help but make news. It was invited to the Cannes Festival, and all hell broke loose when Princess Margaret, attending for the first time, was delayed. Many booed, cheered a crack about royalty and punctuality, and made headlines in countless papers. Festivals get a severe ribbing in "To Win a Prize on Sunday," Peter Baker's satirical novel, which, come to think of it, is pretty vicious to the industry in general. Always before, I suspected that he adored festivals. He hardly ever misses one.

MICHAEL KLINGER AND TONY TENSER HAVE SCREENED A SERIES OF private previews of Compton's latest, Roman Polanski's "Cul-de-Sac," which is pretty strong meat, to put it mildly, and is not for the squirmish. Quite a lot of nudity is introduced logically, in a matter of fact manner, and certainly not for sensationalism. Somehow, in consequence, it seems all the more unnecessary. It can indeed offend and damage the cinema's image. Many moviegoers in big and small towns alike who would never dream of going to a nudie might not expect such things in an English speaking picture of such stature. They could be profoundly embarrassed. There are distinguished performances by Francoise Dorleac, Donald Pleasence, and Lionel Stander, of whom I have been seeing quite a lot lately. He was among the 200 personalities at the Variety Club's annual star gala at the Festival Gardens. Other big names included James Mason, Clint Walker, Barry Morse, Lorne Greene, Roger Moore, and Liz Fraser.

The "Miss Variety Club" beauty contest, my personal contribution, has in nine years become one of the biggest in the country despite the modest prizes. This year, there was a record entry, and big press, tv, and newsreel coverages resulted. "Jock's annual treat," as some so rightly call it, has really caught the imagination! And mention of Variety makes me blush a little. In my coverage of the convention, I referred to Sir Billy Butlin (through force of habit, I fear) as "past chief barker." Of course, after a break of some years, he's Britain's chief barker for a second term. My apologies, Bill.

BERNARD SCHWARTZ IN TOWN TO PROMOTE HIS COLUMBIA RELEASE, "Rage," has been captivated by the potentialities of filming in Mexico. He is much impressed by the artistic and creative talent and the facilities, and believes that a dozen or so coproductions annually are likely. . . . Visiting from Australia, Dale Turnbull tells me he is involved in a development incorporating three cinemas in one building. Down under as elsewhere, he reports unprecedented success for "Sound of Music." . . . A heartfelt plea is expressed by zoo man Jimmy Chipperfield, who provides and trains animals for many movies, in the Guild of Film Production Executives monthly news letter. All too often, it is the very last minute before he is asked to provide even dangerous animals, and he adds that like humans, many can get upset and lose their heads if they are rushed. Then a long wait is inevitable until the animal has forgotten and quietened down. This can give a producer with a tight schedule palpitations. . . . For four years, Leslie Pinder, Forest Gate Odeon, East London, has been receiving anonymous letters enclosing money for old age pensioners and children to be given admission tickets and chocolates. Efforts to identify the benefactor have drawn a blank. . . . Congratulations to Peter Reed, general sales manager, on his appointment as a director of Paramount here. He is among the brightest and most popular of the younger executives and goes out of his way to keep contact with his exhibitor customers and the trade press. . . . The Circlorama in Piccadilly Circus, now run by Classics, is offering a repertory policy. . . . Rank's George Grafton Green has been given permission to film the treasures in the royal palaces in color. . . . Joan Fontaine's starrer for Hammer—Seven Arts and 20th-Fox distribution outside the U.K. has been retitled "The Witches."

N.Y. East Side Loaded With Top Foreign Features

NEW YORK—Hailing a trend toward the showing of foreign films in New York's best theatres, Michael F. Mayer, IFIDA's executive director, called the development "heartening for the foreign film distributors who comprise our membership."

Mayer noted that during the last week in April, nine east side theatres were playing top foreign product as opposed to a handful exhibiting other films. In addition, "John F. Kennedy: Years of Lightning: Day of Drums," was being exhibited in two top theatres, while another house had a revival program of fine old favorites.

"The trend back to foreign films in New York's east side art houses is a great sign of vitality in our industry. We are delighted to see such fine pictures as "Morgan," "The Shop On Main Street," "Shakespeare Wallah," "The Gospel According To St. Matthew," "Cloportes," "The Girl-Getter," "Dear John," and "A Tout Prendre" being exhibited in some of the finest theatres in New York. These films will unquestionably go on through long runs in top houses all over the country.

"The east side art houses have been the home and staging ground for the great foreign films of the past decade. We of IFIDA are thrilled and delighted that all signs point to a continuation of their ascendancy. We urge exhibitors everywhere to take due notice of the trend."

Lewis Sues Paramount

LOS ANGELES—Jerry Lewis filed a breach of contract and slander suit against Paramount Pictures in the Superior Court asking \$5,000,000 damages.

Lewis' complaint charged his former partners with "improper accounting" on three films, and maintains that Paramount breached their contract by violating a clause which stated that the studio would not release or reissue any of the star's previous pictures 90 days before or after a new Lewis release was ready to go on the market. He also asserts the studio slandered him by making accusations that the termination of his contract was because his pictures were no longer making money.

BV Ups Halloran

NEW YORK—Irving H. Ludwig, president of Buena Vista, has announced the promotion of Pat Halloran from Omaha branch manager to the post of east-general district manager headquartered in Cleveland.



Tomoji Goto, director in charge of exhibition for Japan's Shochiku Company, Ltd., was a recent guest at Universal City Studios and was welcomed by Edward Muhl, vice-president in charge of production of Universal Pictures.

ALBANY

Bob Willis, manager, Schine's Rialto, Glens Falls, arranged with the local Women's Civic Group to present a series of art pictures, followed by discussions of them in Schine-owned Queensbury Inn. Community College of Hudson Falls cooperated on the well publicized project. . . . E. David Rosen, ex-chief barker of Albany Variety Club and former assistant general manager of WAST-TV, who is now stationed in New York City and is an officer for the Tent there, visited the Latham Shopping Center, operated by Fabian Theatre interests. . . . Fred Gardner, for years a projectionist at the uptown Madison, resigned to enter state employment. . . . Capital Cablevision Systems, Inc., has registered a certificate to conduct business at 991 Broadway. Authorized capital stock consists of 500 shares, no par value. . . . Allegany Theatres Corporation, formerly of Genesee County, has moved offices to Wellsville, Allegany County, and extended its existence from "50 years" to "perpetual," according to papers registered with the Department of State.

BOSTON

Lesley College, Cambridge, is sponsoring the opening night premiere of the Joseph E. Levine, Embassy release of "Years of Lightning, Day of Drums," the film documentary on the late President Kennedy, on Wednesday, May 18, at the Redstone circuit's Circle Cinema. Joseph E. Levine and an entourage, expected to contain members of the Kennedy family, are coming up to the producer's home town for the premiere, which will start off with a champagne reception for invited guests, who include the governor, state, and national figures. This premiere will raise funds for Lesley college's three schools for children. These schools specialize in the education of boys and girls who are gifted, emotionally disturbed, and mentally retarded. The film benefit is the first to ever be sponsored by Lesley, according to Mrs. Leon Brock, executive director of the event. Group tickets are being sold through Lesley College.

BUFFALO

In a move toward centralization, the Buffalo branch of the National Theatre Supply company will move Aug. 1 from its present quarters to the first floor of the Motion Picture Projectionists Union Bldg., according to an announcement by Jerry George, who has been associated with NTS for some 28 years, almost half of that time as manager of the Buffalo office. . . . Gloria Swanson put in four days of appearances in Rochester in connection with the Eastman House Gloria Swanson Week Tribute. . . . Jake Blatt, the last of the original Blatt Bros., theatre operators, is dead. The Blatt Bros., operated the Lakeshore, Athol Springs; Park, Ebenezer; Star, Blasdell; and Aurora, East Aurora. The Blatt Bros. headquarters is in Pittsburgh. . . . Billy Keaton, past chief barker of Tent 7, Variety Club of Buffalo, and a well known local radio personality, was master of ceremonies at an entertainment organized for the residents of the Brothers of Mercy Sacred Heart Nursing Home. . . . Playboy Club International, Inc., Chicago, is planning to open a Playboy Club in Buffalo some time this year. A spokesman for Playboy Clubs said that arrangements for the club in Buffalo have not been finalized yet, and a definite site in Buffalo has not been selected. . . . The first phase of a program to show safe driving films to young traffic violators has been canceled in Gasport, N. Y., because of a shortage of offenders, but another is scheduled for next month. The June 1 program

will be open to the public with special invitations going to high school students. . . . The Thruway Plaza, Buffalo, will become one of the three largest in the world if present plans are successfully completed, one of the plaza developers told 130 tenants at their annual dinner meeting the other evening in the Charter House Motor Hotel. Vincent Galesi, plaza developer, who with Frank Galesi heads the realty company developing the plaza, outlined the plans for the plaza expansion and confirmed the report that a contract has been signed with the General Cinema Corp. for the construction and operation of a 2000-seat twin motion picture theatre. . . . Fourteen films, selected from amateur entries from many countries, were shown free in the Dryden theatre of the George Eastman House at the annual "Movies On a Shoestring," festival. . . . The old Academy of Music in Nunda, N. Y., has been purchased by the Bell Memorial Library trustees, and the library board will raise funds to finance the demolition of the 125-year-old building which closed in 1965 after operating several years as a motion picture theatre. The Academy was converted to motion pictures in 1920 and for a time was operated by James P. Doyle and his wife. . . . Two young Hawaiian beauties were in Rochester for a dual purpose—to participate in Hawaiian Week at a local department store and do some tub-thumping for UA's upcoming production, "Hawaii." Ramona Tony Young, who represented her homeland in the Miss Universe contest of 1957, is now a teacher in the Honolulu school system. Eno Cole is most widely known in the islands as an interpreter of Polynesian dances.

CHARLOTTE

Grover Baker, Northgate, Durham, N. C., was awarded a trophy as "Most Cooperative Merchant" in the Northgate Shopping Center. The award was made at the annual dinner meeting of the Northgate Merchants Council.

CHICAGO

Mitchell Kowal, Polish actor, appeared on stage and met with patrons in the lobby of the Milford when he came here in conjunction with the premiere showing of his latest film, "Guests Are Coming." . . . Joel Freeman, son of Chicago's Lou Freeman, baking firm executive, was named first associate producer for Jack Warner's "Camelot." . . . Jack Clark announced at a recent board meeting of Variety Club of Illinois (Tent 26) that Sunshine Coaches #2 and #3 have been paid for. . . . Women's Variety Club of Illinois welcomed Dorsi (Mrs. James) Bagby, Dorothy R. Berman, Ruth Brown, Thula D. Mets, Dorothy (Mrs. Jack) Eigen, Violet Garaffo, Julie (Mrs. Anthony) Gargano, Beatrice (Mrs. Jack) Greenberg, Ellen F. Leeds, Vivien (Mrs. H.) Martin, Stephanie (Mrs. Anthony) Stembark, Dawn (Mrs. Joseph) Starr, and Trudy Wolf. A "welcome back" to membership was extended to Ruth (Mrs. Norman) Silverman and Bea (Mrs. George) Marks. Following the luncheon, a tour was made of La Rabida Sanitarium. . . . A dilemma for Oscar Brotman: He insists his Carnegie is ready to reopen after recent fire, but realtors want to tear it down and rebuild whole block. . . . Leo Zabelin, veteran press agent, is midwest press rep for American-International. . . . Mike Gerety is receiving congratulations on his promotion to MGM's Atlanta exchange as press agent. . . . Joan Crawford checked in at the Ambassador East to boost her Pepsi-Cola product at Super Market Institute Convention at McCormick Place.

CINCINNATI

Mrs. Robert Straus, longtime operator of the suburban Carmargo Theatre, has received

an annual award presented by the Cincinnati Federation of the Ohio Child Conservation League, in recognition of educational and cultural contributions for children. The Carmargo during the past years has presented the best available literary, theatre, and music films at special screenings and on special bookings for children. . . . Milton Gurian, Allied Artists branch manager, presided at the opening of the area's 40th annual Will Rogers fund drive in the 20th-Fox screening room. . . . Marty Allen and Steve Rossi, the zany comedians, were greeted by hundreds of teenagers upon their arrival at Lunken Airport. The comedians were here to promote Paramount's "The Last of the Secret Agents?," a summer release. . . . "Stagecoach," 20th-Fox release, was well received at its preview in the suburban Monte Vista. . . . "A Thousand Clowns" opened at Times Towne Cinema with a colorful, gay premiere, sponsored by Variety Tent Three. All proceeds went to the Tent's Sunshine Coach fund, with the entire premiere costs, including a champagne party, donated by Mid-States Theatres. . . . The 20th-Century Theatre in suburban Oakley Square is undergoing extensive renovation at an approximate cost of \$135,000. Bein Theatres Co., owners of the theatre, completed last year extensive remodeling at the Ambassador, which is about a block away from the 20th Century. The firm also has under consideration the building of a new house in the near future.

COLUMBUS

There is growing opposition to the proposed rezoning of a tract at the northern edge of suburban Worthington for Northgate Shopping Center. A de luxe theatre is planned as part of the center. Action on the rezoning has been postponed by Worthington City Council. . . . Construction has begun on a third General Cinema Corporation de luxe suburban 1200-seat theatre in Great Western Shopping Center. Construction has been underway for the past several weeks on other General Cinema houses near Town and Country Shopping Center and University City Shopping Center. . . . Manager James Tibbetts of Grand Cinerama opened a limited run of "Mediterranean Holiday." . . . Harold Warren, Loew's Ohio projectionist, has returned home following a stay at Will Rogers Memorial Hospital.

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158 Summer St., Boston, Mass.

CLEVELAND

Cleveland's newest drive-in was reborn when the Auto Drive-In opened. It's located in Brookpark. Two years ago, the old Auto D-I blew down in a storm. Completely rebuilt on a new site with a large screen, the theatre features a new playground which allows children to entertain themselves while Mom and Dad watch the movie. Also featured are a small indoor auditorium and beautiful snack bar. The ramps are paved. Larry Crawley is manager. . . . The Capitol, on the west side, reopened. . . . Work is progressing nicely on the two new Loew's houses, one on the west side and one on the east side in the new Richmond Shopping Center, both set for mid-summer openings. . . . The SW Allen and Loew's State will feature the Indianapolis Speedway Races May 30. Seats will sell for \$5.25 per, and only the capacity of the theatres will be sold. Seats will not be reserved. After the race, the current film attraction will be resumed. . . . Herb Hortsmier is doing the buying and booking for the Hazelwood Drive-In, Chardon. . . . Art Ritari will close his Lyric, Fairport Harbor, for the summer. . . . Everyone is smiling around the Paramount exchange these days because of continued success of the company's revival of "Ten Commandments" at the downtown SW Allen.

DALLAS

Marty Allen and Steve Rossi, the comedy duo, were in on a promotional visit in behalf of their debut motion picture, "The Last of the Secret Agents?" They will also visit Fort Worth. . . . Mrs. Viola Wister, Charlotte, international president of Women of the Motion Picture Industry, will be in Dallas to attend the Founder's Day Luncheon on May 18. The anniversary celebration in Dallas is an important event on the WOMPI international calendar, since the organization's first club was founded here in 1952. William O'Donnell, president of Cinema Art Theatres Circuit, will be guest speaker. . . . Raymond Willie, vice-president and general manager, Interstate Theatres, completed negotiations in New York for the showing of "Hawaii" at the Inwood in December. The film will open a roadshow engagement and will follow the current record holder, "The Sound of Music," now in its 59th week at the Inwood. . . . Three Dallas theatres, the Palace, Majestic, and Tower, will present the closed circuit telecast of the Indianapolis 500 Memorial Day race on May 30. . . . Mrs. Marie Russey, 20th Century-Fox, has been elected 1966-67 president of the Dallas Women of the Motion Picture Industry. Mrs. Judy Wise, Interstate Theatres, was chosen "Wompi of the Year." Other officers are Mrs. Dorothy McCann and Mrs. La Verne Gordon, vice-presidents; Miss Patricia Knott, recording secretary; Miss Jo Ann Johnson, corresponding secretary, and Miss Joyce Cooper, treasurer. . . . Dallas Tent 17 has been awarded the International Variety Club first award for the local group's promotion of Variety Week in February. Raymond Willie, vice-president and general manager of Interstate Theatres, was chairman of the observance. . . . Norm Levinson, Festival, has one of the Texas personalized license plates for his automobile, which reads "FILMS." . . . R. W. Jacobs was winner of the 12th annual Academy Awards sweepstakes and received \$850 in cash, a trip for two to Hollywood via Delta Airlines, and three days and two nights at the Riviera Hotel in Las Vegas. Almost 20,000 ballots were entered, a record number. Sponsors of the contest included the Dallas News, in cooperation with Delta Air Lines, the Riviera Hotel, and eight theatre circuits, Academy, B. R. and



Col. Mitchell Wolfson, president, Wometco Enterprises, Inc., recently presided at ground-breaking ceremonies for the new studios of Reela Films, Inc., Wometco subsidiary. Shown with Col. Wolfson, left to right, are F. F. (Ted) Sack, head, Reela Films; film star Robert Taylor; and Dade County, Florida, Mayor Chuck Hall.

Gordon McLendon, I. B. Adelman, General Cinema Corp., Interstate, Rowley United, Stanley Warner, and Trans-Texas Theatres, which operate 43 theatres in the city. The second through ninth prizes were one year passes to one of the participating circuits. . . . Joe Jackson, Interstate Theatres, has been named convention chairman of the 1967 Texas Drive-In Theatre Owners convention to be held here Jan. 31-Feb. 2.

DENVER

Norman Nielsen's Continental, which has been showing "The Agony and the Ecstasy" since the theatre's opening last January, was to open April 27 with "Oklahoma." . . . Recuperating at home from recent hospitalization is Margaret Adrian, Peak, Breckenridge, Colo. . . . The Rialto, Florence, Colo., has been opened by Harald Andrews. . . . Closed due to poor attendance is Gerald Kaschube's Gayety, Hyannis, Nebr. . . . Neil Ross, formerly of the Bluebird, Denver, is now managing the Golden, Golden, Colo., for Atlas Corp. . . . A 15 year service pin was presented to Mrs. Dena Dunevitz, wife of Sam Dunevitz, Exhibitors Booking Service, for her work with the Red Cross. Presentation ceremony took place at the General Rose Memorial Hospital here. . . . May 25 to June 9, Columbia Weeks, have been pledged by the local Columbia staff as the period during which every theatre in the territory will be showing Columbia product. . . . The Mesa, Roy, New Mexico, is being reopened by Gerald Dikeman. . . . "Bambi," which was booked into the Fox Denver during Holy Week as a school spring vacation come-on to attract the moppets, stretched into a three week run, and according to a statement by Jack McGee, head of Fox Intermountain-Midwest, and Marvin Goldfarb, Buena Vista division manager, played to 48,000 the first week and is still going strong with heavy adult trade. . . . The Motion Picture Operators, Local 230, cooperated with the Wolfberg Theatres and 25 local firms, including a bank and an insurance agency, in sponsoring a full page two-color ad in the morning paper advertising the opening of the drive-in theatre season at the company's seven area drive-ins. . . . Ralph Batschelet, manager, Fox Denver, has made numerous deals to rent the big downtown house to business firms and organizations for meetings when the theatre is not otherwise in use for its regular matinee and evening performances. Not missing a bet to garner some extra coin for his firm, he leases space in the lobby to display automobiles and other items for a fee. . . . An eagle two on a par four hole

at Green Gables Country Club was scored last month by Bill Agren, Fox-Intermountain Theatres. . . . The Park, Walden, Colo., has been reopened on a one-program-a-week basis by Al Rodriques. . . . It was learned here that Tom Poulos, whom ill health caused to retire some time ago from the operation of the hardtop and drive-in in Paonia, Colo., died last month. . . . The Starlite Drive-In, Grand Junction, Colo., recently reported not to reopen for the season this year, will now be reopened by Harold Haws, who plans three changes a week, some single bills. . . . Pre-cast concrete panels will be the unique construction of the new Fox Intermountain hardtop now being erected on South Colorado Blvd. in southeast Denver. It will seat 1,100, have a 60 x 25 foot screen, and projection equipment designed to offer any film process now used or planned for the near future.

HOUSTON

Richard Jack, writer, has moved to Beaumont, Tex., where he will join the Jefferson Amusement Corp. . . . Bob Hinkle, Cinema Pictures, began documentary on Houston, Dallas, Corpus Christi, San Antonio, and Galveston. When completed, Paramount Pictures will distribute the film. . . . Alan Reichstein turned in a perfect paper in the Houston Post sponsored Academy Award contest. His effort, the only perfect one in 50,000 entries, won a 1966 Pontiac Tempest. Frizzell Pontiac, along with virtually all the theatres in this area, was co-sponsor of the contest with the Post. He won the car by naming the winners of Oscars in seven categories as announced by the motion picture industry. He hadn't seen Shelley Winters in "A Patch of Blue" and Martin Balsam in "A Thousand Clowns." Second place winner of a year's supply of theatre tickets from any of the participating theatres and \$50 in cash was Carol Ann Anderson. She had one error but won on the basis of her tie-breaking slogan. Other winners, some 26, were presented a variety of theatre tickets. . . . Roy Hofheinz and producer Harold Hecht are discussing plans for the world premiere at the Astrodome of "The Way West," to be directed by Andrew McLaglen. The movie will not begin its shooting schedule until June 1 and won't be generally released until 1967. . . . Ted Goldsmith, publicist for 20th Century-Fox, is in the city on a promotional visit on behalf of "The Blue Max," which is expected to be shown here on a road show basis in June. . . . It was one of Jack Valenti's first acts as head of the Motion Picture Association of America to have removed from the marquee of the Gaylynn the statement, "Lynda Bird's Boy Friend George Hamilton in Viva Maria." The newspaper ads for the film, "Viva Maria," were also using the line, "starring Lynda's current boy friend George Hamilton."

JACKSONVILLE

Chill Wills eased into town and picked off a publicity bonanza for a new ABC television show being produced by MGM and scheduled for release in the fall. To be called "The Rounders," it is based on the motion picture of the same name which co-starred Wills, Henry Fonda, and Glenn Ford. . . . The downtown Florida pleased a large crowd at a sneak preview which produced gales of laughter as Marty Allen and Steve Rossi performed in their first motion picture, "The Last of the Secret Agents." . . . "The Shop on Main Street" went into its first local run at the San Marco Art fresh from winning the Academy Award as the best foreign feature of the year. . . . Ben Dargush resigned as manager of the Beacham, Orlando, and his place was taken

by Joanne Starr, former manager, Colony, Winter Park. Ben moved into another theatrical management job at Hoboken, N. J. . . . Florida exhibitors were represented at the Rome, Italy, first showing of 20th Century-Fox's "The Bible" by Louis J. Finske, president of Florida State Theatres, and Sheldon Mandell, head of Mandell Theatres, both of this city. . . . John Patno, Jr., manager, Florida State Theatres' Sheridan, Miami Beach, has sold the opening night of "Khartoum" to the Miami Beach Police Athletic League for a benefit performance. . . . Silver Springs, the famous entertainment complex operated by Florida State Theatres, has acquired 17 new glass bottom boats for cruising along the Silver River during the coming summer tourist season. . . . Harry Dale's Lake, Lake Butler, was completely destroyed by fire. . . . The Ace, Miami, which Wometco has operated for many years as a Negro-patronage house, closed its doors on May 1. . . . Carlton J. Carter, who operates the local Airbase and Ribault drive-in theatres, has acquired the Capri, Sylvester, Ga., from O. G. Luke. Until recently, the Capri had been a unit of Stein Theatres. . . . Here briefly while en route to the Motion Picture Exhibitors of Florida convention at the Grand Bahama Hotel in Nassau, BWI, May 12-15, were Lou Formato, MGM general sales manager from New York, and Fred Hull, MGM division manager from Dallas and former local MGM branch manager. . . . Marty Shearn, manager, downtown Center, has gained the wide support of church groups for distributing religious discount coupons for his first run re-issue of "The Ten Commandments," beginning May 26. . . . W. A. "Bill" McClure, local Universal manager, and Pete Rosian, division manager from Cleveland, left here for conferences with leading theatre circuit leaders in the Miami area. . . . The Goulds, Goulds, Fla., formerly operated by Jules Gessin, has been reopened by Gerald Busch and the Enterprise Service of this city is handling the theatre bookings. . . . Johnny Westervelt is a new assistant shipper at Warner Bros., succeeding Dan Wall, who resigned. . . . Sidney Glazier of New York, who conceived and produced "The Eleanor Roosevelt Story," which won the 1966 Academy Award as the year's best documentary full-length feature, came here for conferences with Arvin K. Rothschild, president of Continental Enterprises, about a possible association in the production of several films that Glazier is now planning.

MIAMI, FLA.

Rand Bruc, Inc., has leased three theatres to Homestead Theatre Corporation, headed by Alexander Weinstock. Clyde B. Chambers is president of Rand Bruc. As part of the consideration for the leasing of the Premier, Ace, and Breezeway Drive-In, the Palm, also in the Homestead, Fla. area, will be closed. In a separate agreement, Homestead has given Berlo Vending exclusive right to sell candy, popcorn, ice cream, and food at the three theatres. . . . Universal's "Johnny Tiger" had a gala world premiere in Orlando at the Parkwood Cinema, near where it was filmed. . . . Jeri Louise and Jacquelyn Waxenberg, granddaughters of Col. Mitchell Wolfson, president, Wometco Enterprises, Inc., shared their birthday party with youngsters of the Kendall Children's Home when the latter were their guests at a party at the Parkway Theatre. The girls are daughters of Jack Waxenberg, Wometco vice-president, and Frances Samet, Col. Wolfson's only daughter. . . . Mrs. Mitchell Wolfson was named a director of the National Council for Community Services to International Visitors. Mrs. Wolfson is one of 11 volunteers nationally elected to the board and will serve a three-year term. . . . Bird Bowl,

South Dade County's busiest bowling alley, was the scene of a "Blindfold" bowling tournament on Friday, May 13, in connection with the showing of "Blindfold" at major Wometco theatres one week later. Jack Mitchell, Wometco publicist, arranged the tie-up. . . .

MEMPHIS

As a part of the general concern over the type movies shown in Memphis, a group of 20 women of St. Louis Catholic Church have been publishing "A Movie Guide for Memphis." Presently, the ladies are issuing from 2,000 to 5,000 copies. The cost is \$1.25 a hundred copies, and the group hopes to lower this price when many organized groups subscribe for their memberships. A campaign is underway to have Catholic, Protestant, and Jewish organizations subscribe to "A Movie Guide for Memphis." The classifications from National Catholic Film Office, National Board of Film Estimates (Green Sheet), and Parents' Magazine are used. . . . The Better Films Council chose "The Great Race" as the Best-Family-Film for April and "Madame X" as the Best-Adult-Film. . . . W. F. Ruffin, Jr., announces that the Ritz, Hickman, Ky., closed. . . . Ken Theatre, Marshall, Ark., has closed. . . . Variety Club's former chief Memphis barker Fred Gattas and the 18-person local delegation returned home to express praise for the London convention. Mrs. Virginia Hunt, club secretary, remained abroad to visit her cousin in Stuttgart, Germany. . . . "A Patch of Blue," scheduled for a long run at Plaza, received a tremendous boost the second day of showing when six robed Ku Klux Klansmen staged a demonstration of protest in front of the large suburban theatre. Ken Goderre, manager, was undisturbed by the demonstration. Later he stated: "As long as the Klansmen march on the sidewalk instead of under our marquee, I have no objections, but if they come under our marquee things will get a bit sticky." . . . Laco Drive-In, Lexington, Tenn., reopened, as did Mena Drive-In, Mena, Ark. The Lyric, Mena, closed. In Arkansas at Forrest City, Skyway Drive-In reopened. At Corning, 67 Drive-In reopened. At Fort Chaffee, Fort Chaffee began operation. . . . Mrs. Marianne Bartlett, 20th-Fox, became president of the local WOMPI chapter at the April meeting. She succeeded Miss Lois Evans, Film Transit. Miss Lois Boyd, Film Transit, was elected first vice-president; Mrs. Margaret Irby, second vice-president; Mrs. Mary Katherine Baker, corresponding secretary; Mrs. Martha Sappington, recording secretary; and Miss Jessie Ray Lucy, treasurer. Miss Evans announced that \$36.25 was made at a recent rummage sale, and \$60.25 on the Academy Award promotion. The local chapter voted to participate in the fur stole promotion to supplement the international treasury, and to make a donation toward prizes for the Film Row Golf Tournament. The sum of \$50 was voted for Little City for retarded children. Plans were made for the annual "Boss-of-the-Year" banquet on June 28. . . . Bel Air Drive-In, Centerville, Tenn., opened. Exhibitors' Services announces that Midway Drive-In, Camden, Tenn., reopened, and Mrs. Fred Neblick has requested Film Transit to discontinue services to A & T Theatre, Vandervoort, Ark.

NEW HAVEN—HARTFORD

Franklin E. Ferguson, general manager, Bailey Theatres, New Haven, has lined up Hamden Rotary Club sponsorship of opening Whalley performance of MGM's "Dr. Zhivago" May 25. . . . Mrs. Helen Greenway, widow of Fred R. Greenway, manager of Loew's Palace, Hartford, for many years, underwent surgery in Los Angeles. . . . Redstone Theatres selected MGM's "The Singing Nun" as third anniver-

sary attraction at the deluxe Cinema-1, Worcester, Mass. . . . Lou Cohen, who retired last year as manager of Loew's Palace, has joined the Art Theatre Corporation of Hartford as manager of the 900-seat, first-run Webster. . . . In Taunton, Mass., Esquire Theatres of America is seeking city board of selectmen's approval for construction of a hard-top theatre in the Raynham Shopping Center on Route 44. . . . Warner Bros.' "Battle of the Bulge" concluded a 30-week Lockwood and Gordon Cinerama Theatre stay May 10, with UA's "The Greatest Story Ever Told" opening the next night. UA's "Khartoum" will bow June 29. . . . Dave Parmelee, assistant to Charles Tolis, general manager of the Tolis Theatres (Meriden and Newington), returned from a two-month stay in Brazil, sponsored by the Meriden Rotary Club. The Meriden Junior Women's Club and the Parent-Teacher Council sponsored benefit shows at the deluxe Meriden. . . . James M. Totman, Stanley Warner New England zone manager, anticipates a June 29 opening for the 1200-seat theatre being built in the Gateway Shopping

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Plaza, Danbury. . . . Robert A. Katz has disclosed plans for a combination motion picture-legitimate theatre on West Washington Street in downtown Norwalk. . . . Lockwood and Gordon has purchased the 1244-seat Port, Newburyport, Mass., from Stanley Warner for an undisclosed sum. . . . The First Hartford Realty Corporation, completing a 1,000-seat hard-top in the Manchester, Conn., Shopping Parkade for lease by UA Theatres-Bernie Menschell Theatres, will next build a theatre of undetermined size for unidentified interests in the Torrington Shopping Parkade, some 25 miles northwest of Hartford. . . . The Planning and Zoning Commission of Windsor Locks, Conn., midway between Hartford and Springfield, Mass., has tabled plans for an \$18 million sports-commercial complex that would include a dual motion picture theatre concept on a 140-acre tract between the Bradley Field connector, Interstate-91, South Center street, and the town's waterworks. Bradley Field is the commercial air base serving metropolitan Hartford and Springfield.

NEW ORLEANS

The comedy team of Marty Allen and Steve Rossi were in to promote Paramount's "The Last Of The Secret Agents?" . . . Sympathy is extended to Jeanne Crozat, Buena Vista, on the death of her sister. . . . Mrs. Lillian Sherrick, Motion Picture Advertising Corporation, was reelected president of the New Orleans WOMPI. Other officers reelected were Mrs. Shirley Eagan, Exhibitors Poster Exchange, first vice-president; Mrs. Doris Stevens, Warner Brothers, second vice-president; and Mrs. Imelda Giessinger, Richards Center, treasurer. Chosen for the secretaries' offices were Mrs. Gene Barnette, Delta Theatres, recording secretary, and Mrs. Della Jean Favre, Paramount Gulf Theatres, corresponding secretary. Installation of officers will take place at the WOMPI June dinner-meeting. . . . Mrs. Edith Gee reopened the Village, Bonita, La., after a winter closing. . . . Sympathy to Mrs. Milton Donnell, executive secretary, Loew's State Theatre, on the death of her mother, Mrs. Louise Rauschkolb Boyle. . . . R. E. Almand reopened the Sabine, Merryville, La., after a few months closing. . . . Charles King, Jr., has suspended showings at his Ace, Harlem, Lincoln, and



Marty Allen and Steve Rossi, stars, Paramount's "The Last Of The Secret Agents?," are seen with their private plane on their personal appearance tour in Houston, where the film opened at the Majestic.

Pike, Mobile, and Carver, in nearby Prichard, Ala., for renovating and refurbishing. An early June reopening is anticipated.

PHILADELPHIA

The theatre William Goldman is building at 16th and Chestnut Streets will be called the Ambassador and is scheduled for opening Christmas Day, 1966. . . . Marty Allen and Steve Rossi were in ahead of Paramount's "The Last Of The Secret Agents?" and appeared at Wanamaker's. . . . The Variety Club Women gave a donor luncheon and theatre party at the Warwick Hotel followed by "Barefoot In The Park" at the Locust. . . . Virginia McKenna and husband Bill Travers were in ahead of Columbia's "Born Free" for radio, television and press interviews. . . . Ralph Moyer was in Oklahoma City, Okla., handling exploitation-publicity for the opening of 20th-Fox's "Stagecoach" at the Midwest. He rounded up a stagecoach for the big 89er Day celebration parade at Guthrie; promoted several ace free newspaper ads on levis (blue jeans); etc. He also got himself mentioned in Bill Stewart's "On The Town" column in The Oklahoma Journal. . . . Jack Vandevere, Triangle Sign Studio, was in Lady of Lourdes Hospital, Camden.

SAN ANTONIO

Former motion picture star Richard Arlen was speaker here at the final meeting of the 1965-66 season of the San Antonio Knife & Fork Club at the grand ballroom of the Granada Hotel. His subject was "Hollywood and Juvenile Delinquency." . . . Mrs. John E. Curtis was first prize winner in the Academy Award Sweepstakes sponsored by Interstate, Cinema Arts and Cinema I and II and the Express-New Publishing Co. First prize was a six-month pass to all the sponsoring theatres. Second prize winner was Larry Seik, who was awarded a three months pass, and third place winner was Mrs. Wallace McCollum, a one month pass. . . . Sen. George Murphy, R-Calif., former Hollywood film star, met with Sen. John Tower, R-Tex., and local party leaders prior to a dinner honoring Tower in the Granada Ballroom. . . . Radio Station KITE conducted a contest in conjunction with the showing of "7 Women" at the Cinema I. . . . Lynn Krueger, manager of the downtown Majestic, offered those attending the Future Homemakers of America meeting in the city a special discount price of 65 cents to see "The Silencers" when showing their FHA identification card at the Majestic boxoffice. . . . Norman Schwartz, manager, downtown Aztec, operated by Interstate Theatres, has been named Bexar County Savings Bond Committeeman for Theatres and Special Events, and will conduct the U. S. Savings Bond campaign in San Antonio. . . . Bob Bixler, special representative for United Artists with headquarters in Dallas, was in San Antonio doing advance promotion on "Hawaii," as adapted from the big selling James Michener novel. . . . Special programs honoring elementary school students who have served on school safety patrols during the past year were held at the Majestic. A total of 12,500 students attended the San Antonio Kiwanis Club programs. . . . Movie actor Chill Wills and local film actor John Hamilton, who operates a local restaurant, visited with patients at Brooke Hospital who are recovering from wounds received in Viet Nam. . . . The premiere performance of "Doctor Zhivago" at the Woodlawn on June 9 will be sponsored by radio station KONO and will be a benefit showing for the Witte Museum.

SEATTLE

Downtown Seattle was promoted by the Central Association as "where the action is," with special sales, bargains, events, and exhibits. Sterling's Town Theatre offered free admission to any adult accompanied by a paying child to the 12:45 p.m. Saturday showing of "The Singing Nun." Twins were also admitted free in honor of the official name of the event—Downtown Double Days. . . . Aleda Crisman, biller at Warner Brothers, returned to her desk after a stay in the hospital. . . . Ed Lark narrated the World Cavalcade sponsored "Scotland and Wales," a travelogue at the Opera House. The film-lecture concluded the Cavalcade season series. . . . Henry Mancini, whose musical production for the movies includes scores to some of the best-known films, appeared with the Mancini Touch, for two concerts in the Opera House. . . . Movie actress Gila Golan was presented a certificate of adoption by Mayor J. D. Braman at the annual Salute to Entertainment held by the Chamber of Commerce. She also received a birthday cake, a purse, clothing, and a charm bracelet representing Seattle. Principal speaker at the luncheon, which featured the Variety Clubs International, was pianist Roger Williams. Two clergymen, Rabbi Raphael Levine and the Rev. Dr. Lynn Corson, also spoke during the informal ceremony that marked the adoption.

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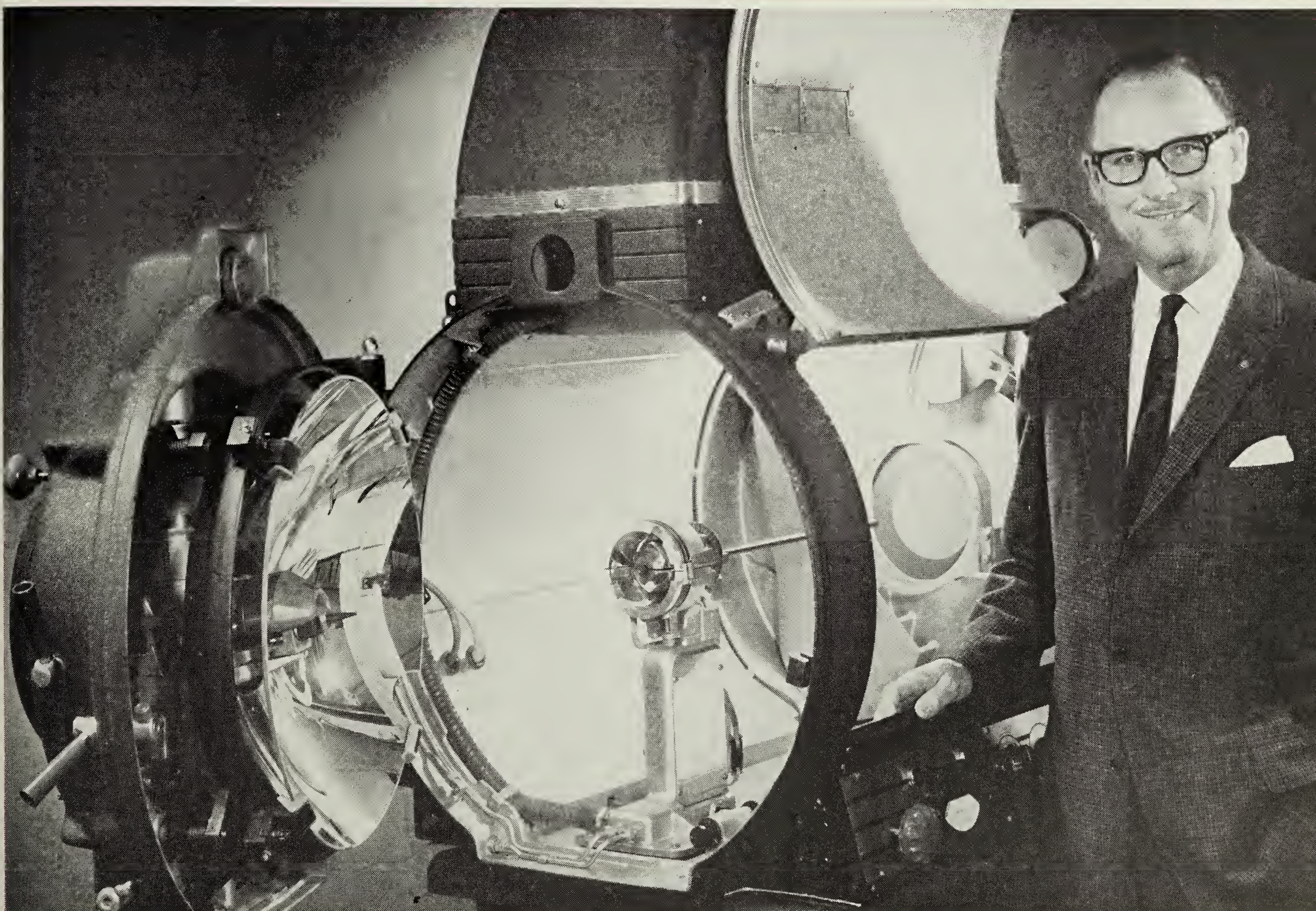
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PHYSICAL THEATRE • EXTRA PROFITS



COVER PHOTO • Arthur J. Hatch, president of Strong Electric, is seen with Academy Award-winning air blown arc lamp developed by the company for large screen projection. See story, PE-14.

Volume 21

Number 5

May 18, 1966

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.

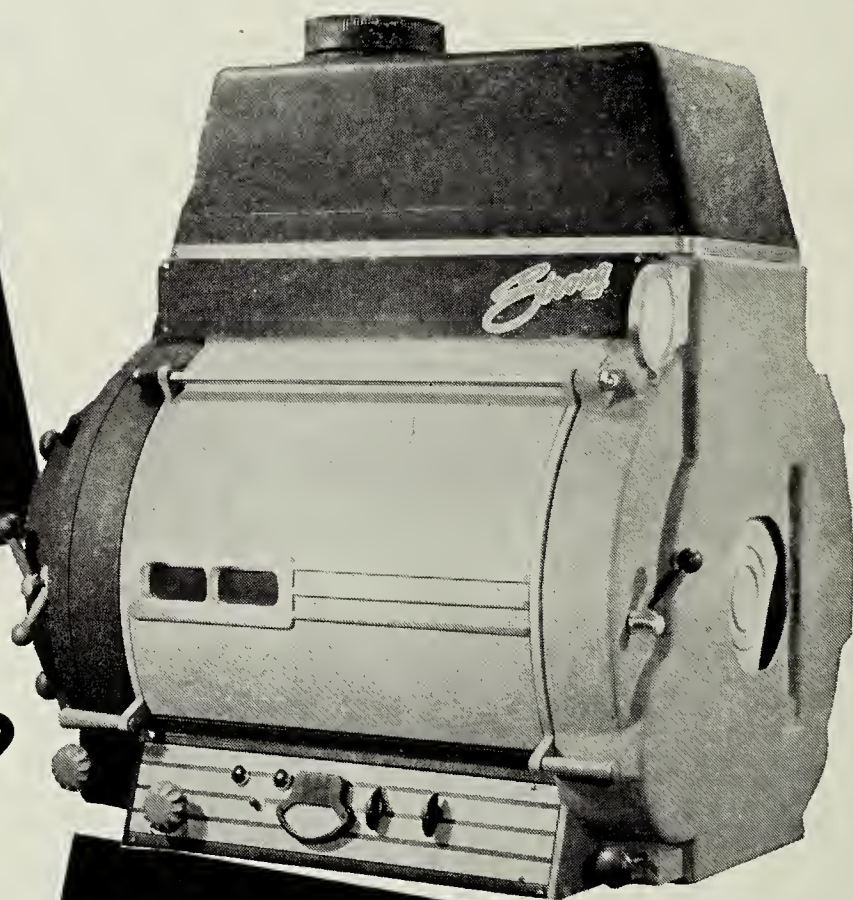


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On This Foundation

WE ARE, WITHOUT A QUESTION, seeing a major realignment of organizations connected with every phase of motion picture exhibition. No one has voiced with more frequency or clarity the need for this industry to come to grips with its technological problems than this publication.

At the moment, we stand like an anonymous sidewalk critic watching a large, cooperative foundation being dug by many associations. What will rise on this foundation, we do not know, for this is clearly a formative period in which high-sounding goals and promises far outstrip the hard facts of actual accomplishments.

We are, however, plainly optimistic over much that has occurred to date. In last month's PHYSICAL THEATRE, we reviewed the programs and philosophies set forth by the associations representing supply dealers, equipment manufacturers and concessionaires. Obvious was the recognition on all sides that increased liaison work between the associations and better communications with the nation's theatre-men was needed.

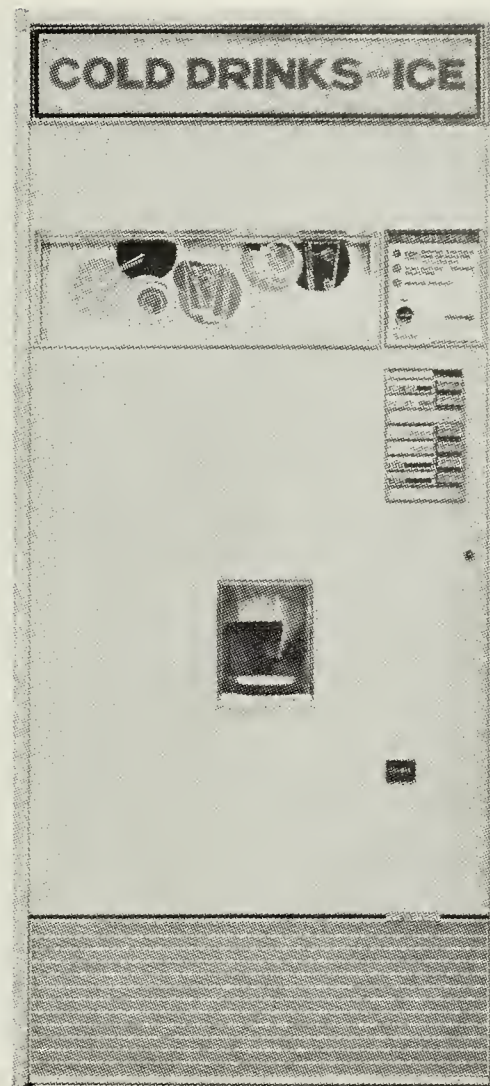
Following long negotiations, National Theatre Supply Company formally became a member of the Theatre Equipment Dealers Association, with NTS executive vice-president Jack Servies commenting that "many theatre owners and circuits are still not fully aware of the many services performed by equipment dealers and with our joint efforts, we may be able to get this message across to them." TEDA president Spero L. Kontos, in welcoming NTS to the association, remarked, "There is a continuing demand in the industry for improved technical standards and with TEDA acting as a technical consultant to exhibitors nationwide, NTS will make a valuable contribution in rounding out this fund of technical knowledge within the dealer organization."

Both these gentlemen are eminently qualified to participate in the drafting of a sorely needed code of standards. NATO has also expressed interest in acting in this area, and has taken token steps to this end.

We wish to emphasize that our associations have made an adequate preliminary definition of problems requiring attention but, in some cases, have proceeded to devote most of their energies to settling issues that would quickly vanish if certain 'core' problems were tackled in earnest. For example, everyone has cited the need for standards regarding the technical aspects of exhibiting films. The knowledge, equipment and brainpower to accomplish this end exists today. It is putting such a code to work for us that will be a real problem. Upgrading the standards of operation at every motion picture theatre in the country would mean, in effect, reviewing every area of operation at a sufficient number of theatres. It would mean the introduction of pressures to elevate the quality of projection; it would mean devising ways to put available equipment in the hands of theatres offering patrons substandard exhibition; it would mean creating substantial contact with isolated exhibitors who have neither the means nor motivation to apprise themselves of technological changes. When a new theatre opens, for example, we should turn our collective attention to the older theatre, or theatres, in the area. An industry, like a super-highway, is open to all. When you get down to questions of survival, the floundering business, like the ten year old car, is everybody's concern.

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Al de Prospero, editor



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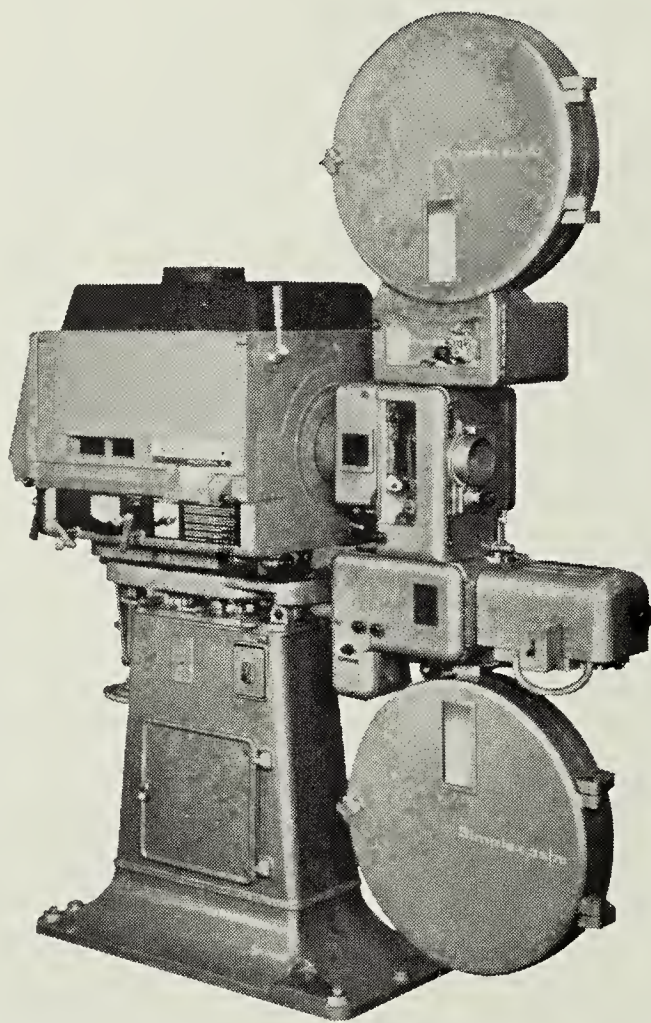
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This is a mechanism that can take the scare out of emergencies. Not only is it American built from top to bottom, but it's backed up by the largest and most readily available supply of parts. Many of the components are actually interchangeable with Simplex 35mm

parts. The new 35-70 accommodates all American lamp houses without shims or adapters. And for extra boxoffice insurance, the new mechanism features unitized construction permitting complete sections to be quickly and individually replaced.

Is your theatre ready for the future? Before you spend one penny for projection equipment, check your National man for all the facts about the new Simplex 35-70.

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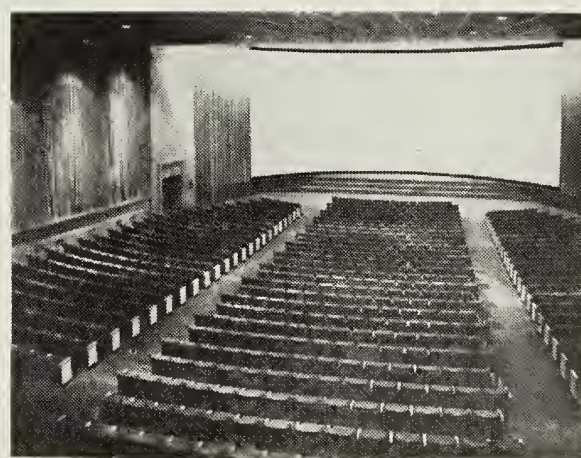
The Stanley Warner Great Northern Theatre is located at Lorain and Brookpark Roads in North Olmsted, Ohio, just minutes away from the Cleveland area. The 8,000 parking spaces of the Great Northern Shopping Center provide ample parking for the new theatre's patrons.

The theatre has been designed as one of the first in the country capable of providing for projection in every process available today on the same deeply curved screen. The major advantage is that its flexibility permits the showing of 35mm, 70mm or Cinerama without a change of screens, through adjustments done automatically from the projection booth.

The decor of the auditorium and spacious lobby is in colors and patterns designed to relax patrons from the minute they enter. The lobby can accommodate hundreds of people, eliminating long lines outside. The theatre has a richly appointed interior highlighted by the use of gold fabric with accents of walnut woodwork. Luxurious gold draperies encircle the auditorium and sharply contrasting deep red seats and carpeting—are used.

Perfect visibility from any of the theatre's 1,350 extra-wide "living-room seats" is an outstanding feature of the theatre. Extra width between rows permits seating patrons with a minimum amount of disruption during performance. The wall-to-wall Cinerama screen is an unprecedented 90-feet by 30-feet high. Use of multi-channel, stereophonic sound capable of fine,

high-fidelity reproduction and a balanced acoustical environment insures quality sound. Electrically controlled temperature and humidity also assures the theatre patrons a constant, comfortable environment.



All-purpose concept with posh decor

In addition to its luxurious decor and furnishings, the new theatre embodies many new innovations for patron comfort, convenience and movie-viewing enjoyment.

The theatre was designed by Drew Eberson of New York City, and built by Phillip Neskin Construction Co., Cleveland. It is the newest of Stanley Warner's growing chain of shopping center theatres.

PHYSICAL THEATRE

Vol. 21, No. 5

May 18, 1966

Refrigerating the Drink

This second in a series of five articles discusses some of the technical aspects of modern beverage dispensing equipment. Based on "Facts For Quality Beverage Dispensing," a comprehensive book on the problems of post mix dispensing prepared by experts in the Coca-Cola fountain sales department, the material herein will enable the theatreman-concessionaire to get maximum performance out of his fountain equipment. This timely check-up on the physical condition of existing equipment and its capacities will point up the need for needed maintenance or replacement prior to your peak sales periods.—The editor.

IT HASN'T BEEN TOO LONG, as history goes, since a thirsty villager poured a keg of water over some rye or barley grain and let it ferment when he wanted a beverage with a little more zing than cool, clear water. Today, a beer drinker would have to be mighty thirsty before he would guzzle such a brew.

Traditional home-made beverages, including beer, wine and, within the span of many Americans' memories, home-made root beer, were compounded by processes that by contemporary standards were both unsanitary and uncertain.

But long before science arrived on the scene, man's burgeoning sense of industry had urged him towards standardizing his works. There was both comfort and economy in the knowledge that a process could be repeated time and time again with a reasonable expectation that it would produce the same results. Thus, the man who made the best beer in the village probably became the local brewmeister whose jealously guarded method for steeping and boiling malt and hops was passed on to his children and his children's children—until a dynasty was established.

From early artisans, who clearly prided themselves on the consistent quality of their handiwork, this premium placed on proven methods expanded to become the very basis of much modern scientific investigatory technique. As scientists learned the value of duplicating the same reactions in the laboratory, industry sought new and daring ways to apply their discoveries to the production of goods.

Inevitably, a language of symbols and formulas came into being so that the findings of these scientific pioneers could be studied,

improved, and carried further by those who followed. Without some way to express what took place in his laboratory, each laboring genius would have remained a slave to his own intellect, unable to communicate with his fellow workers.

With this seemingly irrelevant background in mind, let us get to the business at hand—serving customers a consistently superior carbonated beverage. The heart of much modern technology, including such diverse things as manufacturing common lead pencils, popping popcorn, or successfully operating a post mix beverage dispenser, is what is called probability.

Within established limits of human error and mechanical malfunction, a food service machine like your popcorn popper, for example, when loaded with X kernels of raw corn—heated to temperature Y—will yield a predictable volume of popped corn. Tamper with the heating controls, use the incorrect amount of popping oil, or otherwise deviate from the optimum procedure set by the manufacturer, and the finished product will suffer accordingly. A carbonated beverage dispenser, along the same lines, is engineered to operate under certain conditions using predetermined proportions of the simple drink ingredients, syrup, water, CO₂ gas, and, in most cases, ice.

As you can readily see, many variables can enter into the question of these simple ingredients before they reach the actual beverage dispenser. If our end is to control quality, thereby holding costs to a minimum while enjoying the knowledge we are serving the best possible product, we must control some of the variables that can adversely affect the content or taste of the finished drink. Taking each of the four ingredients, the syrup and CO₂ gas are delivered in sealed containers, while the water and ice used may vary widely from location to location. Some of the many variables at work in the basic ingredients including the following:

Water

- (1) Temperature
- (2) Various 'impurities' that escape filtration
- (3) Anti-bacterials such as chlorine

Ice

- (1) Size (small, clear, bite-sized chunks; snowy, soft ices, etc.)
- (2) Temperature ("Super-cold" ice below 32°—etc.)
- (3) Impurities

CO₂ Gas

- (1) Pressure in the cylinder
- (2) Temperature in the cylinder
- (3) Foreign elements, liquids in cylinder

Syrup

- (1) Temperature
- (2) Age of stock and storage conditions
- (3) Foreign odors

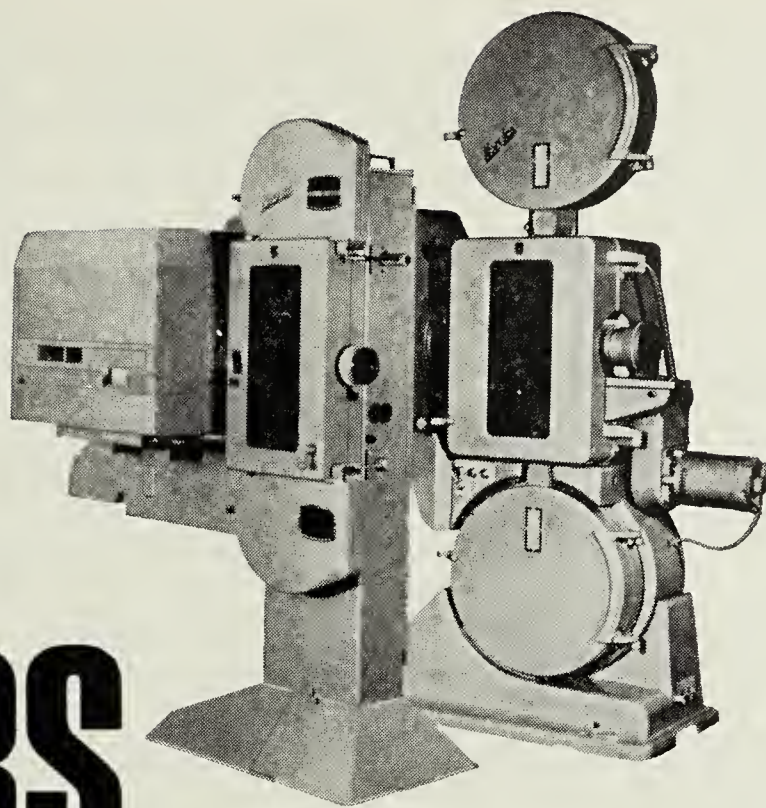
We will treat each of the above factors in subsequent articles, explaining how some of the variables can affect taste right up to the point of final consumption. Our concern here, however, is getting maximum use out of the controls built into your equipment.

The principal elements in a post mix dispensing unit are a syrup tank, refrigeration unit, CO₂ tank and carbonator. The

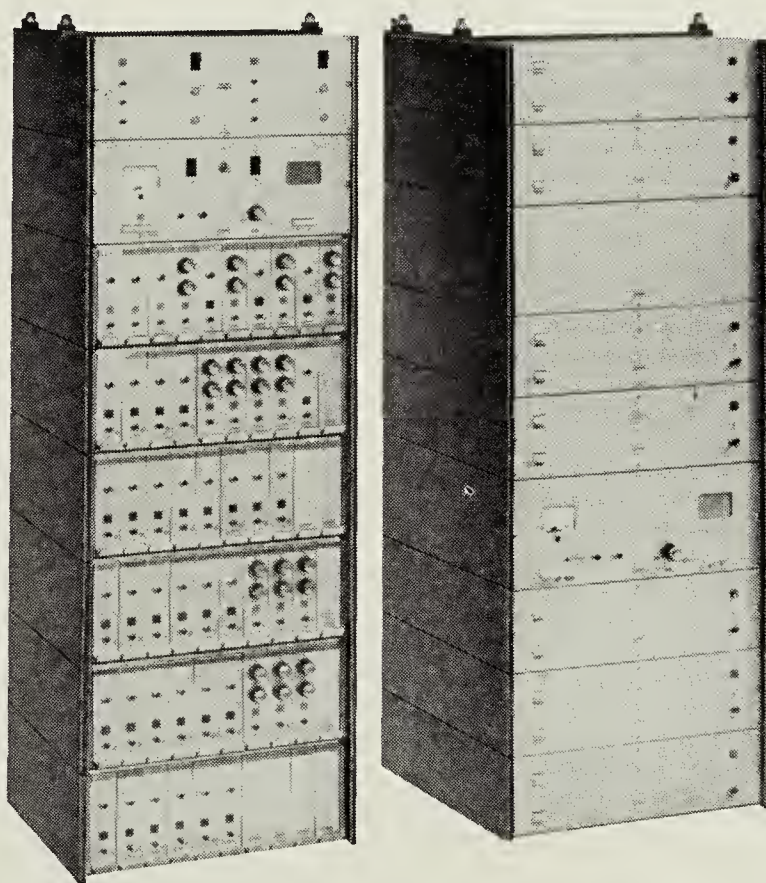
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DISPENSING EQUIPMENT

CO₂ gas may serve a twofold function in some systems—carbonating the drink and elevating the syrup column to the faucet or dispenser head. In "Facts For Quality Beverage Dispensing," Coca-Cola's experts estimate that the theoretical yield of a 20-pound cylinder of CO₂ would be about 10,000 six-ounce carbonated drinks. With residual loss in the tank, "over-carbonation" to compensate for losses in the dispensing process and other reasons, actual yield is somewhat less at the retail installation. It is interesting to note that Coke's fountain sales force established the existence of remarkable variations in the amount of CO₂ gas retailers use to dispense the same quantity of drinks from identical equipment.

"Facts" suggests, since most post mix syrups are viscous and resist movement (any increase in pressure required to move the syrup calls for a corresponding increase in CO₂ consumption), that syrup containers be located close to the dispensing point when installations are planned. Over long distances in "remote" type installations, tubing of a larger diameter may permit use of considerably lower pressures.

Each cylinder is equipped with a relief valve, designed to handle any excessive internal pressures that might occur. Do not

tamper with the valve. Cylinders are tapped with a regulator device which has a pressure gauge. The cylinder should be shut off at the valve at least once a week, and preferably every day during closing hours. This will leave the normal operational pressure showing on the gauge, but if pressure readings fall drastically in an eight-hour period in which no drinks have been drawn, the system should be checked for leaks.

Some pressure drop (10 pounds or so) is normal and does not indicate leakage as gas is absorbed by the water in the carbonator. Heat radically affects the internal pressure of CO₂ cylinders. According to Coke, contents of a full cylinder (approximately $\frac{2}{3}$ liquid carbon dioxide) under varying temperatures show the following pressures:

Temp.	Pressure
55°F.	640 psi
100°F.	1,450 psi
130°F.	2,250 psi

The refrigeration system functions to bring the beverage to a desired temperature, as heat from the drink ingredients is absorbed by the refrigerant or coolant used. Adequate refrigeration is the key, according to Coke, of preserving the quality of the drink until it is consumed by the patron. It is the "lock" that keeps carbon dioxide gas molecules in the beverage. If ice is served, refrigeration prevents excessive ice meltage from diluting the drink. Accurate syrup proportioning may also depend on uniform dispensing temperatures.

Coke advises that an "adequate" refrigeration unit is one that is capable of reducing the temperatures of all carbonated beverages sold to 40 degrees or below. Whether a system is adequate depends on the physical environment of the station and the selling pattern of the beverages. Coke has found that a modest system may do for an operation which sells a great number of drinks over a considerable period of time, but in peak-period installations, such equipment might prove unsatisfactory due to the heavy refrigeration demands of continual capacity operation.

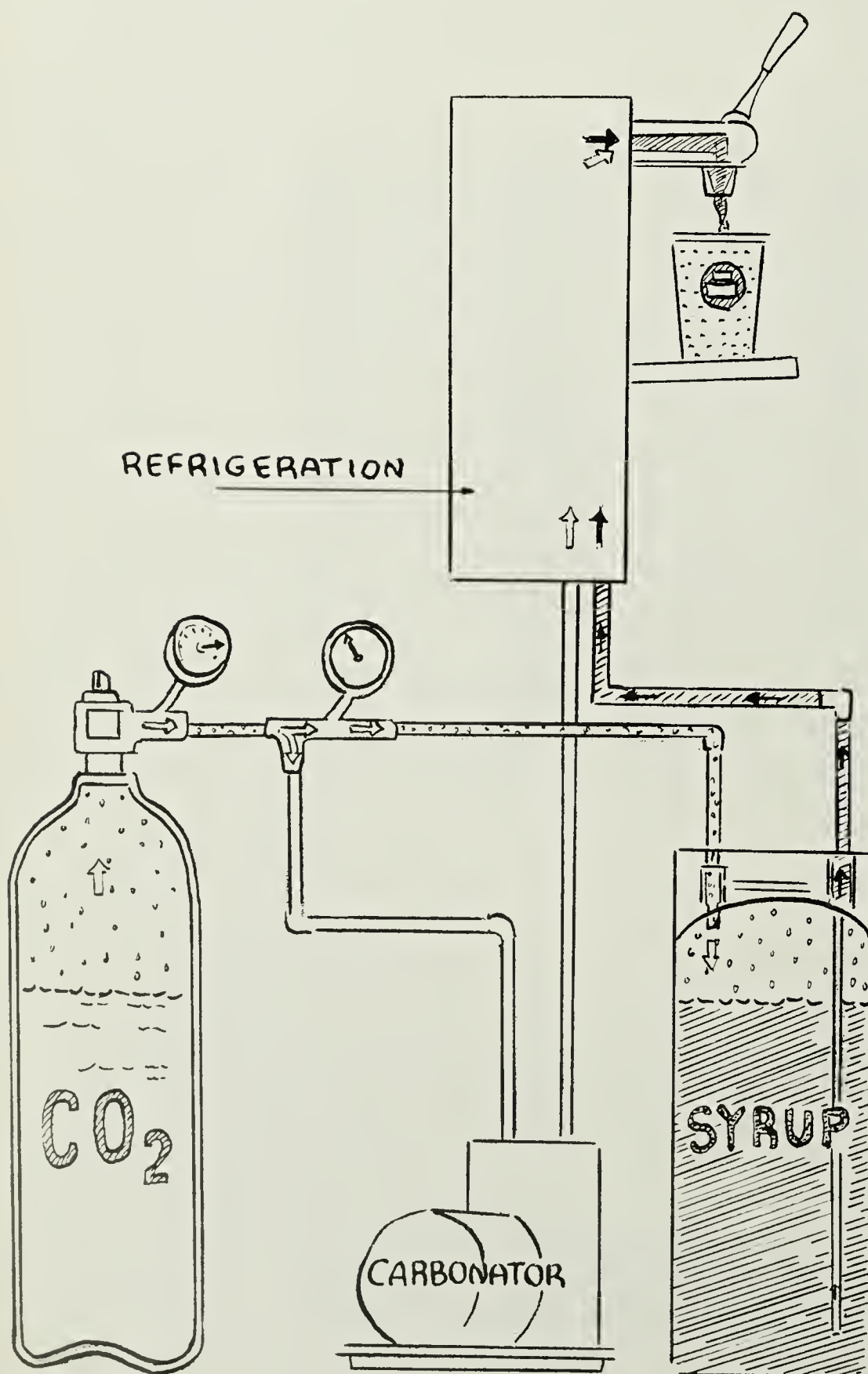
When water and syrup enter the system, the refrigeration system begins absorbing some of their heat. If many drinks are served consecutively, much heat can be introduced in a short period of time, faster than the refrigeration system can absorb it and carry it off.

PRE-CHILLING INGREDIENTS

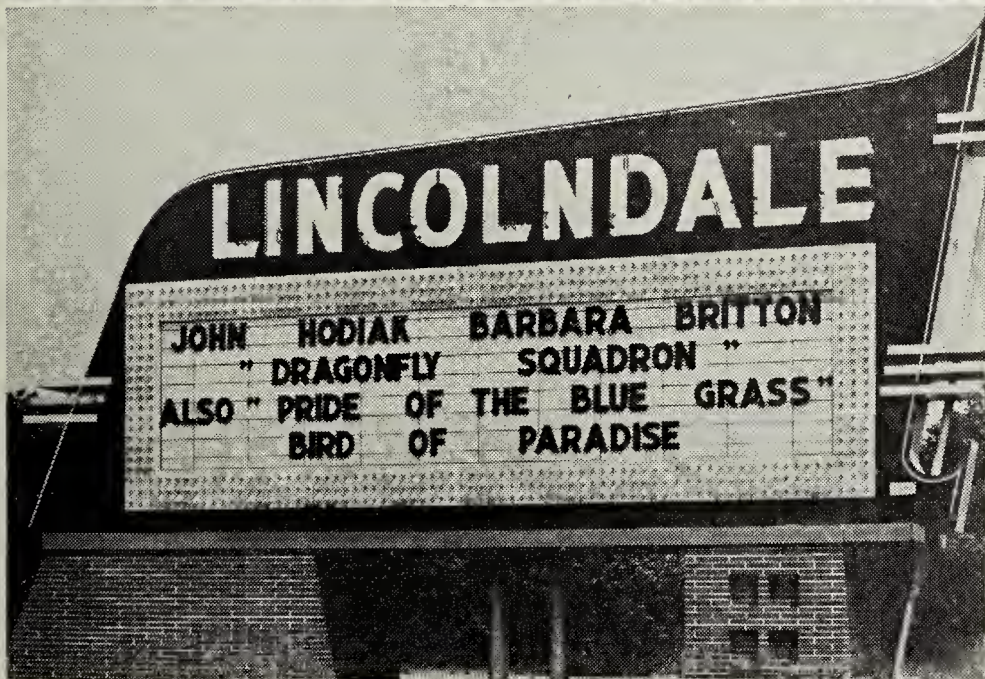
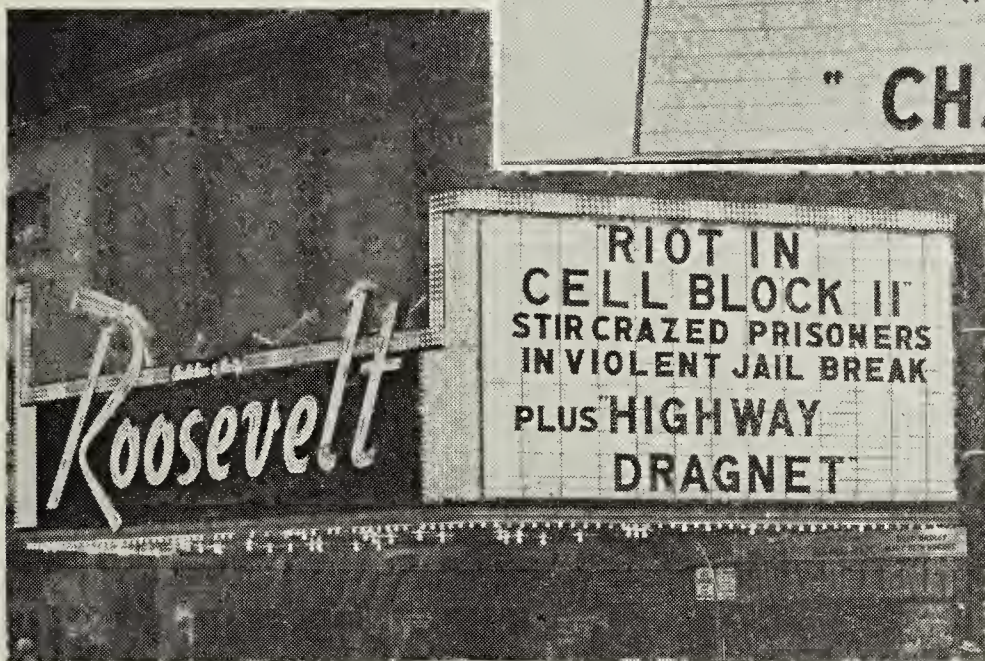
The temperature of the product to be chilled has a direct effect on the capacity of the system. If the temperature of a given amount of water must be reduced 20° the system does about twice as much work as it would be in refrigerating water that required only a 10° reduction. Accordingly, if water is taken indirectly from a city water system, warm summer temperatures must be taken into account when estimating refrigeration requirements. If a unit is located in a kitchen where a humid 90° is registered during summer months, it will function less efficiently than if it were located in an air-conditioned room with very low humidity.

The effect of ambient temperatures and humidity is not as critical with ice-cooled equipment as with mechanically refrigerated units. However, if the operator wishes to refrigerate drinks with ice, Coke reports, he may find that the capacity of his ice-maker is influenced by the same factors which affect a mechanically refrigerated unit.

Mechanically refrigerated dispensers are generally of the "wet" or "dry" type. A wet system chills beverages by actual ice refrigeration through coils located in a tank or container of water which is frozen by coils into an "ice bank." Additional coils of tubing in the water convey the beverage to be chilled. A pump or agitator serves to circulate the unfrozen water around the ice bank and beverage tubing. As drinks are dispensed, the incoming syrup and water lose heat absorbed by the walls of the coils and cold water circulating around the tubing. As the temperature of the circulating water increases, the ice bank begins to melt. A control



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DISPENSING EQUIPMENT

senses this, and starts operation of a compressor which works to restore the ice bank.

"Facts" advises that few systems of this type could cope with rush periods if they relied on their compressors alone to transport heat as rapidly as it comes in. Coke suggests that the capacities of such units be carefully evaluated, since restoration of a sufficient ice bank to insure a properly chilled beverage can require significant down time.

Dry systems circulate a refrigerant through a block of conductive metal, usually aluminum. This block also contains the coils for beverage ingredients. Heat is absorbed by the metal, which conveys it to the refrigerant. These systems have a smaller "reserve" than wet type units, but recover more rapidly. Supplementary refrigeration should be contemplated if such a system is desired for an operation where heavy rush periods are experienced.

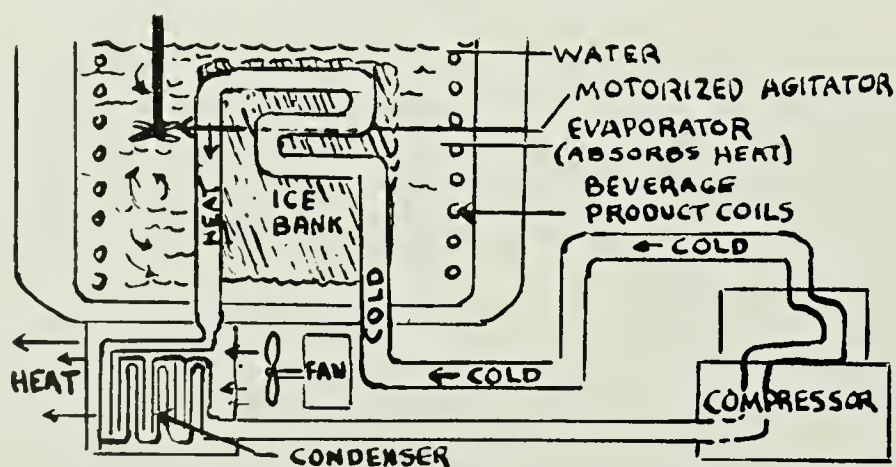
ICE AN EXCELLENT REFRIGERANT

Units utilizing the ice bank principle should be periodically cleaned for removal of deposits which can interfere with efficient heat transfer through the coils. In mechanically refrigerated systems, the heat absorbed by the refrigerant is carried to a condenser where the heat is dissipated in the atmosphere.

The condenser, acting as a radiator, cannot function efficiently if the flow of air from the fan is restricted by lint or other deposits. It should be cleaned as frequently as necessary and should be installed in a location that assures good circulation of air.

The common soda fountain with its counter-mounted, ice-cooled dispenser is probably the most frequently seen example of a combination of mechanical and ice refrigeration. Ice is an excellent refrigerant, and Coke advises that the retailer who utilizes an ice-cooled system with sufficient capacity need not worry about capacity. To illustrate the efficiency of ice as a refrigerant, Coke cites the following example: If one pound of 32° water is mixed with four pounds of 72° water, the temperature of the five pounds of water will be about 64°—but if one pound of 32° ice is combined with the same amount of water, five pounds of water at a temperature of about 35° will result.

There are many methods of chilling beverages with ice refrigeration, with most systems utilizing cold plates, which are aluminum slabs containing coils of tubing, usually of stainless steel,



through which beverage products are forced. If caving or bridging (a result of ice melting away from the surface of a cold plate) develops, the ice should be frequently tamped down to insure as much contact with the plate as possible. Operators finding they can dispense a great many drinks while using little ice on their cold plates should check the temperature of the finished drink to see if this condition exists. The refrigeration capacities of these plate units vary widely, and the operator must select a unit that will adequately meet his needs.

A good point made in "Facts" is that, if ice refrigeration is intended to supplement mechanical refrigeration, it may be best to route the beverage products through the mechanical system first and then through the ice system. This will give maximum

performance from the mechanical system and the lightest possible load will be placed on the ice-cooled system. This will conserve ice and can be most important if the ice supply is restricted. Conversely, if ice supplies are unlimited, the ice cooled component should precede the mechanically refrigerated unit for best performance.

If the beverage products passing cold plates are adequately refrigerated, they will impart only so much heat to the plates. This means that a large plate will melt just a little more ice than a small one while it can respond much better when large demands are placed on the refrigeration system. Careful analysis of the ice requirements at a location should be made prior to selection of a unit. If many beverages are sold, and particularly if plain water is to be chilled by the cold plate, a great deal of ice may be melted.

If ice is kept in a deep freeze, it may reach very low temperatures so that placing it on the cold plate may freeze the plain water or carbonated water in the cold plate, putting the system out of operation. Pouring a little warm water on the cold plate usually solves the problem.

The capabilities of both ice-cooled and mechanically refrigerated systems can be augmented by careful planning. As an example, Coke points out that a walk-in refrigerator might have sufficient space to provide for installation of an inexpensive metal water tank to chill incoming city water before it goes into the dispensing system. The performance of ice-makers can also be improved by use of pre-chilled water.

AVOID OTHER HEAT SOURCES

Accordingly, all tubing for carbonated water, plain water, and syrups should be routed so that it will not pass close to hot water lines, stoves, and other heat sources. Though variations in temperature have no effect on the way carbonated water or plain water flows through tubing, this is not true of most post-mix syrups. The viscosity of these syrups is directly related to their temperature. When CO₂ gas is used to force syrup through the dispensing valves, warming, if left uncontrolled, can result in a greatly accelerated syrup flow which is wasteful, costly, and harmful to drink quality.

SYRUP FLOW AND TEMPERATURE

Syrups pre-chilled to a set temperature will also add to the refrigeration capacity of many dispensing systems. Where syrups are pushed by CO₂ gas, it is of great advantage to store the pressurized syrup container in a walk-in refrigerator.

Pre-chilled syrup is also helpful for ice-cooled, gravity-fed units with syrup tanks located in the ice storage compartments of the dispenser. While a unit reduces the temperature of warm syrup over a period of hours, the viscosity of the syrup will also change, resulting in a wide variation of the amount of syrup dispensed into each drink from beginning to end of the temperature reduction cycle.

Temperature affects many other aspects of drink preparation, some of which will be discussed in the next article in this series. Loss of carbonation, improper blending of syrup and water, and other factors can come into play that influence the quality of the drink served.

EDITOR'S NOTE: Illustrations used in this article were prepared from original technical drawings in Coca-Cola's "Facts For Quality Beverage Dispensing." Parts of this article are taken directly from "Facts," while other material represents abstractions from Coke's handbook and material included by the editor. In the June 15th issue of PHYSICAL THEATRE—EXTRA PROFITS we will make a timely analysis of warm weather handling of ice, syrup and water. "Taste Tests" for beverage quality will also be presented as June sales volumes and changing weather conditions begin to affect your drinks.

Talk About Good Reviews,
Look At This One:

THEATRE CIRCUIT CHANGES TO COKE^{TRADE-MARK®} AND ADDS \$3100 TO DRINK SALES

The selling power of Coca-Cola has been dramatically demonstrated by a foremost New York theatre circuit.* They recently changed to Coke at their refreshment counters.

Announcing the powerful results, the Circuit reports: "During the summer . . . for . . . 9 weeks . . . as compared to the same period last year . . . our counter drink sales increased \$3100 over last year or 25% . . . The figures reflect that Coca-Cola has had a great effect upon increasing counter drink sales for our theatres."

The Circuit added, "... our . . . sales per patron reached a new high . . . Since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

Have you discovered what this theatre circuit has?

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Coke wins an 'Oscar' every year for outstanding sales performance at refreshment stands. And you know what an 'Oscar' can do for box-office receipts. To book Coke for your theatre, just call your local Coca-Cola Representative.

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Playground Doing Top Business?

■ Playgrounds have provided a valuable ancillary recreation facility at Drive-In theatres since outdoor movie-going first captured the imagination of America some 20 years ago.

During this period, we have probably published more information on D-I playground planning, maintenance and operation than the person requiring such information could find in any other source.

The play apparatus at the typical Drive-In consists of the static, or stationary pieces of equipment, such as slides, swings and mazes, and more elaborate mechanical rides including merry-go-rounds, train rides, miniature ferris wheels and the like.

In some areas, the small children accompanying adults to the outdoor theatre may not have access to such equipment at school or recreational centers, but excluding the youngest fry, most of the kids have seen and used these devices many times.

In the course of producing articles on such diverse playground topics as equipment inspection, layout, attendant train-



Now's the time to perform seasonal maintenance on equipment, do any painting and sprucing up required and get the grounds in shape by adding new sod and removing buried debris and stones.

ing and safety procedures, this department has discovered some enlightening material that is more in the realms of psychology than anything else.

For one, we once conducted a bit of "research" that consisted of nothing more

than a nose-count of Drive-In theatres advertising in larger daily papers that mentioned 'Free Playground'—or 'Kiddie Playground' in their usual ad copy. A check-up showed that the greater number of these theatres had excellent play areas. Having made the initial investment in equipment, they passed on the opportunity to sell this service extra to families shopping for entertainment. After we assigned a failing grade to Drive-In operators in print (*not one had promoted his playground with ad copy*), we began to notice rather creative copy appearing regularly. "Come Early and Enjoy Our Free Playground" and other expanded promotional notices soon appeared in the ad copy of other theatres.

RIDES HELP LURE KIDDIES

On another occasion, we looked into the relative popularity of different Drive-In playgrounds with the kiddies. Some playgrounds were deserted prior to and during peak summer evening weekend performances. At other theatres, the operators testified to a regular weekend crush that amounted to not hundreds, but thousands of junior-sized patrons jamming their playgrounds right up to Labor Day. The secret of success quickly revealed itself.

The most successful D-I playgrounds were the well-equipped facilities at several large outdoor theatres that offered up to six mechanical rides at one D-I, candy-stripped apparatus, lively music over small loudspeakers, uniformed attendants, and, last but not least, refreshments on the spot. These playgrounds had the real and irresistible atmosphere of a carnival about them and kids of all ages responded accordingly.

ATTENDANCE INCENTIVE

Short of the hurly-burly air of a little big-top, with spinning merry-go-round, cotton candy and popcorn, nothing will attract kids quite like other kids. We would suggest that, in more modest playgrounds, the operator do a little more than check out his equipment, spruce up the fence and wait for the kiddies to storm the gates. Our guess is that the play apparatus is not, in itself, the real draw. The natural and seemingly inexhaustible energy of children is indiscriminate in its search for an outlet. Creative play and sheer gymnastics can center on an old tire just as easily as on an expensive, specially built piece of play equipment. There is a catalyst, which we would hesitate to identify, that can bring youngsters to life in almost any situation.

To the Drive-In operator who relies on family trade, offering adults the attractive prospect of healthful exercise and contact with new playmates for their children can be a powerful attendance incentive. With a little creative salesmanship and the right kind of supervision, this facility will pay for itself many times over.

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In a check found the "Strong Tuf-Cold" Reflectors
about two times as efficient as the rear coated mirror.

Yours truly,

SYNDICATE THEATRES, INC.

Trueman T. Rembusch
Trueman T. Rembusch
President

See your dealer about Strong TUF-COLD Reflectors in the size
you need or write for data on sizes for all lamps.

The Strong Electric Corp.

21 City Park Avenue Toledo, Ohio 43601

1966 Trade Show Close To Sellout

One hundred-seven reservations, representing 76 per cent of the available 141 booths at this year's motion picture theatre equipment and concessions industries trade show (Sept. 28-Oct. 1, Americana Hotel, New York City) have already been received, it was announced here.

"Response to our initial brochure mailing has been tremendously enthusiastic," NAC exhibit chairman Bert Nathan said. "Based on space reservations which are arriving daily, we should set a record for the earliest sell-out date in Show history."

Nathan also announced that special sections of the trade show area have been set aside for theatre equipment manufacturers-suppliers and candy manufacturers.

Booths will feature products and merchandise displays by a variety of firms representing concession and theatre equipment; candy and confectionery products, syrup and beverage dispensing; specialty food distributors; popcorn machines and popcorn products; food preparation equipment; cups and packaging materials, and food-candy, beverage and cigarette vending equipment.

Latest list of firms to reserve space at the show, which is co-sponsored by National Association of Theatre Owners (NATO), National Association of Concessionaires (NAC) and

Theatre Equipment & Supply Mfrs. Association (TESMA) are:

Automatic Retailers of America, Phila.; Mass.; Manley, Inc., Kansas City, Mo.; Na-C. S. Ashcraft Mfg. Co., Inc., Long Island; National Theatre Supply Co., Tarrytown, N. Y.; City, N. Y.; Ballantyne Instruments & Elec-National Vendors, Inc., St. Louis; Norelco, tronics, Inc., Omaha; Bally Case and Cooler, New York; Origina Pizza Crust Co., New Inc., Bally, Pa.; Blumenthal Bros. Chocolate, York; The Pillsbury Co., Minneapolis; Pop-Co., Phila.; Bonomo Candy Div., Gold Medalcorn Products Div., TV Time Foods, Inc., Candy Corp., Brooklyn; Castleberry's Food, Chicago; Rex Packaging Co., Carteret, N. J.; Co., Augusta, Ga.; Century Projector Corpora-Romar/Vide Co., Chetek, Wisc.; Royal Crown tion, New York; Crush International, Inc., Cola Co., Columbus, Ga.; Star Mfg. Co., St. Evanston, Ill.; EPRAD, Inc., Toledo; Flavo-Louis; Supurdisplay/Server Sales, Inc., Mil-Rite Foods, Inc., New York; Gold Medal Prod-waukee; and Winchester Carton Corp., Win-ucts Co., Cincinnati; Henry Heide, Inc., Newchester, Mass.

"Sil-Tubes" Find Broad Use

For 30 years the Kneisley Electric Co., Toledo, Ohio, devoted its prime efforts to designing and producing dependable D.C. power supplies for the theatre industry, always remaining keenly aware of the exhibitors' requirements and the industry's slogan "The Show Must Go On."

With the advent of silicon as a rectifying agent, conversion silicon stacks and the original "Sil-Tubes" were developed to replace far less efficient tubes and stacks being utilized in thousands of theatres, resulting in greater dependability, improved projection, plus substantial savings for exhibitors.

Kneisley Electric has expanded its efforts to another field—communications—where dependability is a "must." It has been selected by the Western Electric Co. as a supplier of silicon tubes and stacks. Millions of phones have been ringing with the aid of "Sil-Tubes," since 1961, without a single tube failure reported to date, again with savings of thousands of dollars annually, at a time when most costs continue an upward spiral.

The Kneisley Company is, indeed, proud of their association with these two industries.

Switzer's Aubuchon Dies

ST. LOUIS—E. F. (Gene) Aubuchon, a long time executive staff member with Switzer Licorice Company, St. Louis, passed away here at the age of 79.

Aubuchon was hospitalized for five weeks preceding his death. Up to this time he was active daily at the management level. He was employed by Switzer's for over fifty years, and was instrumental in developing many of the firm's sales and marketing programs. His death will be a great loss to everyone who knew him, said Joe Switzer, executive vice-president of Switzer's. "The entire Switzer family is saddened," he said, "in the loss of a wonderful friend as well as an outstanding business associate."

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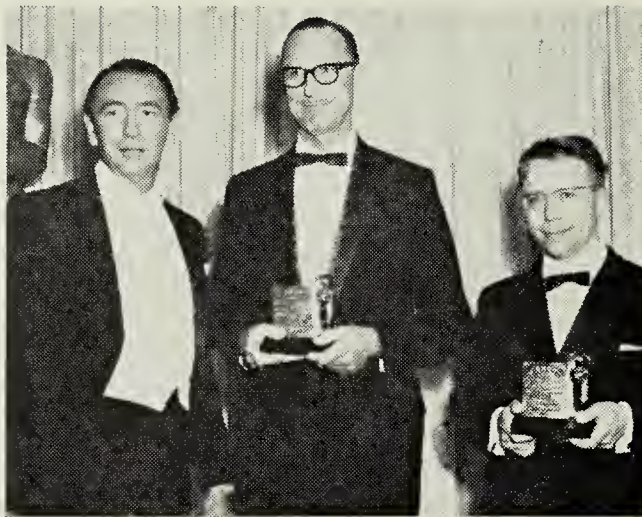
Air Blown Lamp, Small Recorder Get Oscars

■ Arthur J. Hatch, president of The Strong Electric Corp., Toledo, received a technical achievement award for 1966 from the Academy of Motion Picture Arts and Sciences for the development of the air blown carbon arc projection lamp.

Patent for the equipment was granted to Hatch, who assigned it to Strong Electric, a subsidiary of General Precision Equipment Corp.

The air blown carbon arc projects up to 50 per cent more light than any lamp heretofore commercially available. The super-high brightness of the Strong air blown carbon arc lamp has resulted in its use by all the larger Cinerama theatres in the United States and abroad, by big drive-in theatres and those showing 70mm films. It is marketed under two trade names, the Jetarc, sold by independent theatre supply dealers and the Ventarc, sold by National Theatre Supply.

Some of the advanced features of the award-winning lamp follow: (1) Utilizes a source with a brightness of 1800 candles/sq. mm for the highest powered conventional arc sources. (2) Solar cell/transistor automatic positive crater positioning device holds the arc source precisely at the reflector optical focal point. (3) Rotating rod negative electrode. (4) A single feed control adjustment dial which has the dual function of establishing the arc current through use of a biased relay controlling negative electrode feed and compensating the positive electrode feed range



Academy board member MacDonald Carey, (Left) at presentation of Oscars to Arthur J. Hatch (Center) and Stefan Kudelski for technical achievements.

limits under control of the positive crater positioning device so that it is compatible to the arc current being utilized. (5) A 21-inch diameter "cold type" reflector used in conjunction with a six-inch diameter auxiliary reflector constitute a most efficient light collection system. Entire reflector assembly is movable in relation to source for focusing spot on film gate. (6) Uses joinable 10mm positive electrodes so that no stub remains to be thrown away. The use of the joinable positive enables a $\frac{1}{3}$ reduction in

positive electrode costs.

Recent improvements to this lamp include redesign of negative electrode feed to assure increased effective driving torque, improved arc striking control and adaptation to use 30" long 11- $\frac{1}{2}$ mm positive electrodes for Cinerama large screen presentations.

Chief among the many products developed and manufactured by Strong are a complete range of projection lamps, power rectifiers, glass reflectors, Xenon lamps for projection of 35mm and 16mm films, carbon arc printing and camera lamps for graphic arts, "pancake" type lights for traffic channelization of highways and runway centerline lights for airports, traffic guidance lights, carbon arc and Xenon slide projectors, searchlights, solar radiation simulators, and carbon arc and incandescent follow spotlights.

The Academy also honored Stefan Kudelski for his design and development of the NAGRA Portable $\frac{1}{4}$ " Tape Recorder. Kudelski is a Swiss precision machinist and a transistor electronics engineer of great understanding. He has used these skills to create the world's highest quality, most reliable, lightweight portable recorder. These recorders are used by most of the major studios in Hollywood, by all U.S. radio and television networks and in almost every country in the world.

This remarkable, Swiss-made instrument, containing its own battery power, weighs less than 14 pounds, including the new Kudelski neopilot system of synchronizing the tape sound with camera picture, a new Kudelski closed-loop servo flutterless drive system, and fool-proof indicators of speed, synchronization, battery voltage and volume.

Ariz. Multi-Purpose House

PHOENIX, Ariz.—The Cine Capri, Arizona Paramounts new theatre, located in Barrows Plaza, Phoenix, opened with a charity premiere of "The Agony and the Ecstasy" for which star Charlton Heston made a personal appearance.

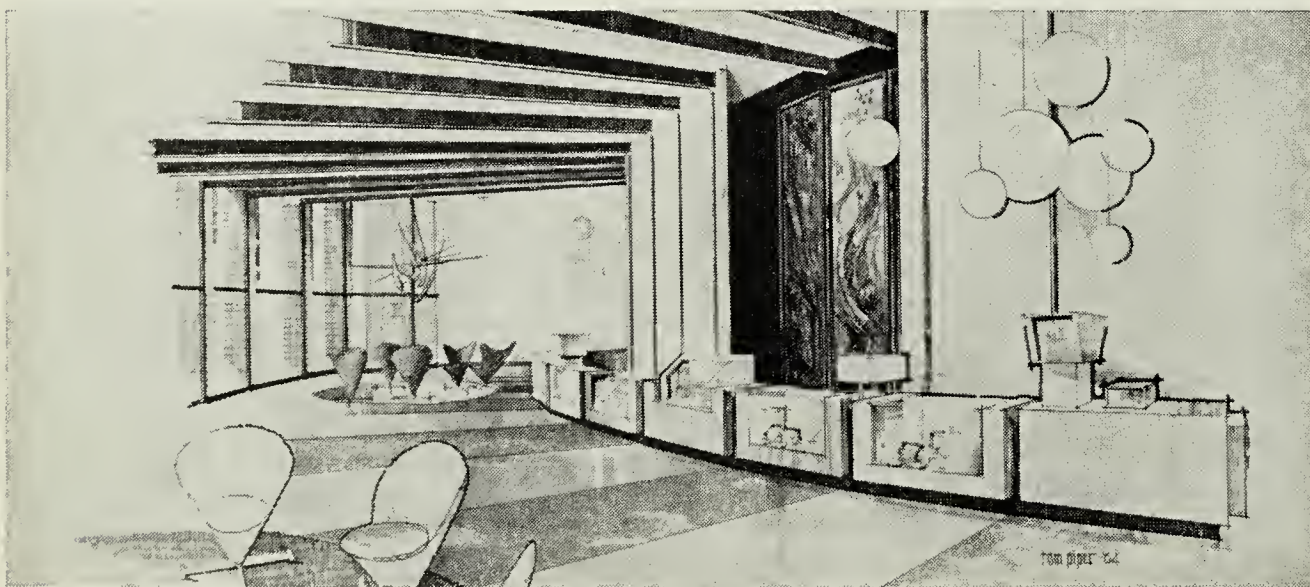
Continental seating is employed in the 800 seat theatre, designed by Henry George Green, A.I.A., N.C.A.R.B., consulting architect for American Broadcasting Companies, Inc. George M. Aurelius, vice-president and general manager for Arizona Paramount, worked with the John P. Filbert Company of Los Angeles, to provide the theatre with the latest in furnishings and equipment, including Continental Lounge chairs by Griggs, multi-flow draperies by Samson & Son, as well as 70 35mm projectors and a transistorized sound system by Century.

The Cine Capri is the first multi-purpose theatre in the Southwest, specifically designed to project wide screen, CinemaScope, Vista-Vision, Dimension 150 and Cinerama.

Effects Book Readied

NEW YORK—"Special Effects in Motion Pictures," a new book by Frank P. Clark, professional Hollywood effects man, will soon be published by the Society of Motion Picture and Television Engineers.

To write this book, Clark worked closely with the SMPTE advisory committee on special effects in motion pictures and had the assistance of editorial vice-president Herbert E. Farmer. The work emphasizes mechanical special effects—those created before the camera during filming.



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R.C. In Anti-Trust Action

ATLANTA—A one-million dollar damage suit against the Atlanta Stadium Authority and other organizations and individuals has been filed by Royal Crown Cola Co., alleging restraint of trade, monopoly of inter-state commerce, and conspiracy.

The suit, which was filed in U. S. District Court for Northern Georgia, names as the Authority's co-defendants The Coca Cola Co., the Coca-Cola Bottling Co., the Atlanta Coca-Cola Bottling Co., Arthur Montgomery, Atlanta Braves, Inc., and Automatic Retailers of America.

Royal Crown's petition was filed under the provisions of the Sherman Anti-Trust Act and the Clayton Act. It claims that "the defendants have been parties to an agreement and understanding by which all cola served in Atlanta Stadium has been obtained from Coca-Cola and that only that company's soft drinks (with the exception of Ginger Ale) has been available for sale in the stadium." It claims that Royal Crown Cola Co. repeatedly offered to

provide its products for sale at the stadium, but such offers were rejected. Also cited was Arthur Montgomery, who Royal Crown charged with using "his position and influence as chairman of the Authority . . . to create and maintain . . . a monopoly over the sale of colas and other soft drinks and . . . soft drink advertising and product exposure at the stadium."

The suit claims that the Stadium Authority, which controls a tax-exempt property declared by statute to be "used for the benefit and welfare of the people of the state of Georgia," since June, 1964, has "combined and conspired in such a manner as to cause the Authority to breach its duty to deal in a non-discriminatory way with the public at large."

Royal Crown asks in its suit that the defendants "be enjoined by the court from continuing their violations of law"; \$1,000,000 in actual damages, plus treble damages as provided by law, and reasonable attorney's fees; punitive damages; and a permanent injunction.

Progress Gets New Name

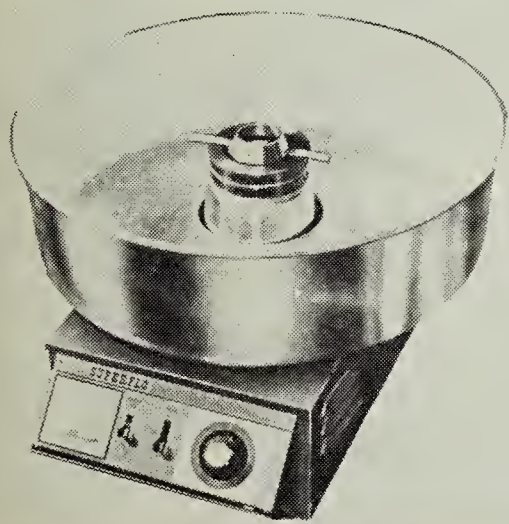
PHILADELPHIA—The name of Progress Manufacturing Co., Inc., has been changed to Lighting Corporation of America. Approval of this change took place at an annual meeting of the stockholders held here recently. As a result of our major growth in recent years and greatly increased activities, we believe the new name more aptly describes our position and future direction," said Maurice M. Rosen, president. The corporation's residential lighting division will continue under the name of Progress, as a division.

The other operating divisions of Lighting Corp. of America, in addition to Progress, will also continue to operate under their own names.

These are Progress Luminaire, of Montreal; Kim Lighting & Manufacturing, of El Monte, Calif.; Century Lighting, Inc., of New York (*specializing in theatrical, architectural and TV lighting*); Marvin Electric Manufacturing Co., Los Angeles; Divine Lighting, Inc., of Kansas City, Mo. and Kent Cabinet Co., of Bellevue, Ky.

Rosen told stockholders that peak levels in both sales and earnings had been reached for the first quarter of 1966. For the three months ended Mar. 31, 1966, revenues reached \$12,090,672, compared with \$11,633,338 one year ago. On this increase of four per cent, net income, after taxes, advanced 11 per cent to \$873,311—compared with \$790,321 in 1965.

Cretors Expands Line



Candy Floss Machine

Four new products for the popcorn and allied industries have been introduced by Cretors & Co. According to H. E. Chrisman, vice-president, these new products "will make Cretors, more than ever, headquarters for popcorn and candy floss machines and supplies."

"Flossaroma" is a new and superior color and flavor for Cotton Candy. It is available in nine flavors, packed twelve one-pound cans to the case. Chrisman said that Flossaroma gives cotton candy extra color and flavor for greater sales.

The second new product "Kandly Floss Cones," longer and easier to use, have specially

designed tips for faster pick-up of floss. They are gently nested for easy separation and are packed ready for use, 1,000 to the carton, 4,000 to the case.

The Cretors new "Handi-Scoop" for popcorn is made entirely of stainless steel, with a permanent stainless steel handle that will not loosen or become detached. The Handi-Scoop is designed with open ends for fast operation. The heavy-gauge stainless steel construction assures long, "lifetime" service.

Cretors also has introduced a Caramelcorn Scoop designed especially for Caramelcorn operations. This is made of steel wire; chrome plated and a must for all caramelcorn locations for screening small grains or broken pieces before packaging for resale.

Cretors has also announced a new, improved cotton candy machine, called the "Superflo." Chrisman stated, "we believe Superflo to be the finest cotton candy machine ever offered to the industry. We are so confident of its superiority, that it is guaranteed to produce enough cotton candy for one million cones, or for thirty months, whichever comes first, against defective parts or workmanship."

It is reported that the extra-heavy gauge polished aluminum bowl weighs over two and one half pounds more than other bowls, and offers much greater resistance to dents and damage. In addition, a number of new engineering features are incorporated in the model.

The current model Superflo has a five and one half inch head and Cretors will soon introduce a "High Speed Superflo" with a seven inch head, for locations requiring even higher production capacity.



PHOTO: HALF SIZE

SHORT FOCAL LENGTHS!

See Kollmorgen for 1 3/4" and below

LONG FOCAL LENGTHS!

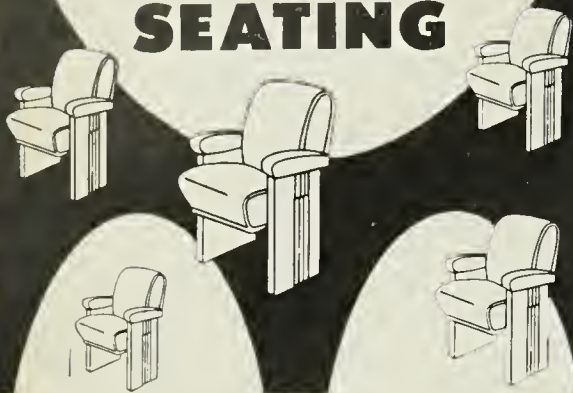
See Kollmorgen for 11" and beyond

Now, Kollmorgen offers you the widest range of theater lenses, in speeds and focal length extremes. For extra short, e.f. range, the telescopic BX294 series has no equal. This series has 7 items in focal lengths of 1 3/4", 1 7/8", 2" 2 1/4", 2 1/2", 2 3/4" and 3". These superior lenses, with built-in telescope adapters, bring you the benefits of longer back focus, larger rear aperture, sharper focus and more complete overall corrections. Get all the facts. Ask your equipment dealer for latest information on Kollmorgen Projection lenses for 1966 or write us.



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New Trailer Sells Sprite

ATLANTA—Two new 30-second, 35 mm full-color film trailers featuring Sprite, plus an array of high profit refreshment treats, are now available to help conventional and drive-in theatre operators promote their concession stands. Snack Bar profit makers such as candy, ice cream and popcorn are featured in the conventional theatre trailer while hot dogs are also included in the drive-in theatre version of the intermission film.

Both films utilize a lively animation tech-

Demarest Joins NTS Staff



David L. Demarest, an engineer with 37 years of experience in motion picture sound system installation and development, recently joined the technical staff of National Theatre Supply Company. He is pictured above with Willy Borberg (right), principal engineer of the company.

Formerly a staff engineer with Altec Service Corp., Demarest has been active in the design and development of sound reinforcement systems, speech input equipment and motion picture sound systems. He has designed sound systems for theatres, arenas and convention halls throughout the nation. His experience also includes the preparation and editing of service manuals for exhibitors, and liaison activities between equipment manufacturers and field personnel.

In addition to staff responsibilities at National Theatre Supply headquarters, he will act as a special consultant to N.T.S. branches and exhibitor customers.

Demarest will be working in close association with Borberg, principal engineer of National Theatre Supply's Projection Products Department, who is internationally recognized for his design work on the Simplex line of motion picture projectors and sound systems. Borberg directed the design of the Simplex XL, the most widely used motion picture projector in the world. In addition to holding 20 patents, he is the recipient of two "Oscar" awards from the Motion Picture Academy of Arts and Sciences.

nique featuring a cartoon character named "Charlie," who is shown enjoying an ice cold cup of Sprite and typical refreshment food items.

The two films may be obtained by writing to The Coca-Cola Co., Attention: Theatre and Concessions Manager, 310 North Avenue, N.W., Atlanta, Ga. 30301.

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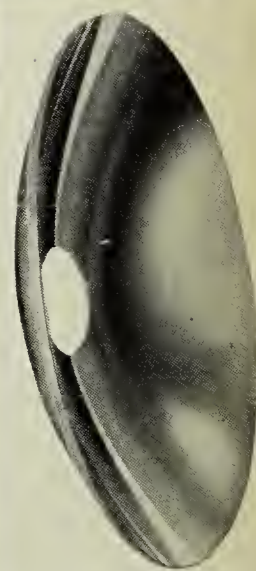
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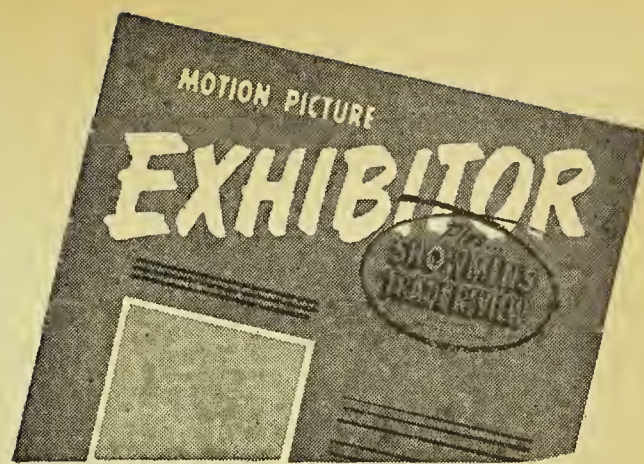
SERVICESECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



MAY 18, 1966

SECTION TWO
VOL. 75, No. 15

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy
CAR—Cartoon

COMP—Compilation
D—Drama
DOC—Documentary

MD—Melodrama
MU—Musical
W—Western

NOV—Novelty
TRAV—Travelogue

Number, followed by m. Is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama
CS—CinemaScope
DC—Deluxe Color

DS—Dyaliscope
EC—Eastman Color
MC—MetroColor

PC—Pathe Color
PV—Panavision
RE—Reissue
TC—Technicolor

TE—Technirama
TS—Techniscope
VV—VistaVision
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- After The Fox UA
- Agent 834 A3 Cont.
- Agent For H-A-R-M U
- Agony And The Ecstasy, The A2 Fox
- Alfie Par.
- Alice In Wonderland In Paris Misc.
- All Men Are Apes Misc.
- All The Way (The Joker Is Wild)—Re. Para.
- Alphabet Murders, The A2 MGM
- Alphaville A3 For.
- Alvarez Kelly Col.
- Ambush Bay UA
- American Dream, An WB
- And Now Miguel U
- Any Wednesday WB

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 BLOOD AND BLACK LACE—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller—Woolner Brothers
- 6513 CITY OF FEAR—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made abroad
- 6516 CURSE OF THE VOODOO—D—77m.—Bryant Haliday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English made
- 6514 DESERT RAVEN, THE—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 EL CID—D—181m.—(STR; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure should ride high—Filmed in Spain—Reissue
- 6412 ESCAPE BY NIGHT—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay programmer—English-made
- 6511 FINGER ON THE TRIGGER—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—Actionful western—Made in Spain
- 6517 FRANKENSTEIN MEETS THE SPACE MONSTER—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Exploitable science fiction dualler
- 6510 GUNMEN OF THE RIO GRANDE—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain
- 6535 HUMAN DUPLICATORS, THE—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)—Okay horror meller for duallers—Woolner Bros.
- 6602 LEATHER BOYS, THE—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of English teen-agers—English-made
- 6603 LEMONADE JOE—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments—European-made; dubbed in English
- 6501 MARA OF THE WILDERNESS—D—90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry
- 6606 MOONWOLF—MD—85m.—Carl Moehner, Ann Savo—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 MUTINY IN OUTER SPACE—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction meller—Woolner Bros.
- 6507 OPERATION C.I.A.—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed in Thailand
- 6604 PARTY'S OVER, THE—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama is intermittently interesting—English-made
- 6413 RACING FEVER—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for program
- 6504 TAFFY AND THE JUNGLE HUNTER—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333 (10-20-65)—Okay jungle adventure good for kids, and family audiences
- 6509 TERROR IN THE CITY—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry
- 6509 TICKLE ME—MU—90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

COMING

- DISK-O-TEK HOLIDAY—(C)—Freddy & The Dreamers
- MAGIC WEAVER, THE—(C) Fairy Tale
- NIGHTMARE CASTLE—Barbara Steele
- OHI THOSE MOST SECRET AGENTS—Franco and Cicco
- ONCE UPON AN ISLAND—(C)—Hans Peterson, Chita Norby

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 BIG T.N.T. SHOW, THE—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good bet for teens
- 6522 BLOOD BATH—MD—69m.—William Campbell, Marissa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 DR. GOLDFOOT AND THE BIKINI MACHINE—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—5349 (12-1-65)—Exploitable programmer should do okay as part of show.
- 6512 DIE, MONSTER, DIE—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful horror epic
- 6601 DIRTY GAME, THE—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Annie Girardot—5393 (4-27-66)—Interesting espionage thriller—Filmed abroad
- 6511 ECCO—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational—Italian-made; English narration
- 6604 GHOST IN THE INVISIBLE BIKINI—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Karloff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- GIRL GETTERS, THE—D—93m.—Oliver Reed, Jane Marrow—5398 (5-11-66)—Well-made tale of resort romances—English-made
- 6603 GREAT SPY CHASE, THE—CMD—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cut spoof of spies in action—Filmed abroad; dubbed in English
- 6509 HOW TO STUFF A WILD BIKINI—CC—93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set
- LA DOLCE VITA—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue

PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Gold A1 Col.
 Apache Uprising A2 Par.
 Arabesque A3 U
 Arizona Raiders, The A2 Col.
 Around the World Under the
 Sea A1 MGM
 ● Assault On A Queen Par.

B

Ballad of Love, A For.
 Bambi-Re. BV
 ● Bang You're Dead AIP
 Band of Outsiders For.
 ● Batman Fox
 Battle of the Bulge A1 WB
 Beach Ball B Par.
 ● Beardless Warriors, The U
 Bellboy, The-Re. Par.
 ● Beau Geste U
 Bedford Incident, The A2 Col.
 ● Bible, The Fox
 Big T.N.T. Show, The A2 AI
 Big Hand for the Little Lady, A A2 WB
 ● Biggest Bundle of Them All, The MGM
 ● Bikini Party in a Haunted House AIP
 Billie A1 UA
 ● Billy The Kid Vs Dracula EMB
 ● Birds Do It Col.
 ● Blindfold U
 Blood And Black Lace B AA
 Blood Bath AI
 ● Blue Max, The Fox
 Boeing—Boeing B Par.
 Born Free A1 Col.
 Bounty Killer, The A2 EMB
 Boy Cried Murder, The U
 ● Boy, Did I Get A Wrong Number A3 UA
 Breakfast at Tiffany's-Re A3 Par.
 Bremen Town Musicians, The A1 FOR
 Brides of Dracula, The-Re. U
 Brigand of Kandahar, The A2 Col.
 ● Bullwhip Griffin BV
 Bunny Lake Is Missing A3 Col.

C

● Cabriola Col.
 Carry On Cleo For.
 Casanova '70 B Emb.
 ● Casino Royale Col.
 Cast A Giant Shadow UA
 ● Castle of Terror AA
 ● Cat, The EMB
 Cavern, The A2 Fox
 Chase, The A3 Col.
 Cinerama's Russian Adventure Misc.
 Cincinnati Kid, The B MGM
 City of Fear B AA
 Cloportes C For.
 Coast of Skeletons For.
 Come Blow Your Horn-Re. Para.
 Contest Girl Cont.
 ● Convict Stage A2 Fox
 ● Countess From Hong Kong, A U
 Curse Of The Fly, The A2 Fox
 Curse of the Voodoo B AA

D

● Dangerous Days of Kiowa Jones MGM
 Dark Intruder A2 U
 Darling A4 Emb.
 ● Daydreamer, The Emb.
 ● Deadly Affair, The Col.
 ● Deadly Bees, The Par.
 Dear John C For.
 ● Desert Raven, The B AA
 Devils of Darkness B Fox
 ● Devil's Own, The Fox
 Die, Monster, Die A2 A-1
 ● Dirty Dozen, The MGM
 Dirty Game, The AI
 ● Disk-O-Tek Holiday AA
 ● Dollar Ahead, A UA
 Do Not Disturb Fox
 Dr. Goldfoot And The Bikini
 Machine A2 AI
 ● Dr. Goldfoot and the Love Bombs AIP
 ● Dr. Who and the Daleks Cont.
 Doctor Zhivago A2 MGM
 Don't Worry, We'll Think Of A
 Title A1 UA
 Dracula—Prince of Darkness A2 Fox
 ● Duel At Diablo UA

E

Ecco AI
 Eleanor Roosevelt Story, The Misc.
 EL CID-Re AA
 ● El Dorado Par.
 ● El Greco Fox
 ● Eli Kitch Col.
 Enough Rope For.
 Escape By Night A2 AA
 Evening with The Royal Ballet, An For.
 ● Eye for An Eye, An Emb.

6518 PAWNBROKER, THE—D—114m.—Rod Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama
 heightened by superb acting—Landau
 6513 PLANET OF THE VAMPIRES—MD—86m.—(CS)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful
 science fiction entry
 6521 QUEEN OF BLOOD—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting
 science fiction horror entry
 6516 SECRET AGENT FIREBALL—MD—89m.—(Widescope; C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—
 Fast moving spy meller for duallers—Filmed abroad; dubbed in English
 6510 SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—
 Cute teen comedy has angles to help
 6508 SKI PARTY—MUC—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another
 gem for teen-agers
 6515 SPY IN YOUR EYE—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller
 for the duallers—Italian-made; dubbed in English
 6505 SWINGERS' PARADISE—C—83m.—(TC; TS)—Ciff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for pro-
 gram—English-made
 6504 WAR-GODS OF THE DEEP—MD—85m.—(Coorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good
 programmer

TO BE REVIEWED

BANG YOU'RE DEAD—(C; S)—Tony Randall, Terry Thomas
 BIKINI PARTY IN A HAUNTED HOUSE—PV; C)—Tommy Kirk, Deborah Walley
 DR. GOLDFOOT AND THE LOVE BOMBS—(WS; C)—Vincent Price, Fabian
 FIREBALL 500—(PU; C)—Frankie Avalon, Annette Funicello
 FRANKENSTEIN CONQUERS THE WORLD—Nick Adams
 SANDS OF BEERSHEBA—(C; S)—David Opatoshu, Diane Baker, Tom Bell
 TARZAN AND THE VALLEY OF GOLD—(PV; C)—Mike Henry, Nancy Kovack
 TOKYO OLYMPIAD—(C; S)—Documentary
 WAR—ITALIAN STYLE—Buster Keaton
 WHAT'S UP TIGER LILY?—(C; S)—Woody Allen
 WILD ANGELS, THE—(PV; C)—Peter Fonda, Nancy Sinatra

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

BAMBI—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue
 MONKEY'S UNCLE, THE—C—87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-
 type comedy
 THAT DARN CAT—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole
 family
 UGLY DACHSHUND, THE—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from
 Disney

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
 FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McEnery, Susan Hampshire—English-made
 FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
 GNOMOBILE, THE—Walter Brennan, Tom Lowell
 JUNGLE BOOK, THE—(TC)—Cartoon Feature
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
 MONKEYS GO HOME—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones
 WILLIE AND THE YANK—Nick Adams, Jack Ging, Peggy Lipton

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65025 APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed
 abroad; dubbed into English
 66006 ARIZONA RAIDERS—W—88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with
 color added
 66013 BEDFORD INCIDENT, THE—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark,
 poignant drama can be sold on many counts
 66008 BRIGAND OF KANDAHAR, THE—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay program-
 mer—English made
 66010 BUNNY LAKE IS MISSING—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exer-
 cise in tension and suspense holds interest—Made in England
 66028 BORN FREE—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the
 family
 66019 CHASE, THE—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama
 66005 GREAT SIOUX MASSACRE, THE—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)
 —Okay programmer
 GUNS OF NAVARONE, THE—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)
 —High rating adventure yarn—Reissue
 66007 HARVEY MIDDLEMAN, FIREMAN—C—75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple,
 amusing offering has satiric bite
 66017 HEROES OF TELEMAR, THE—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsseon—5349 (12-1-65)
 —Action packed war adventure should have wide appeal
 66015 KING RAT—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's
 66022 LIFE AT THE TOP—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At
 At The Top"—English-made—(Royal Films Int.)
 66052 LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made
 66012 MAGIC WORLD OF TOPO GIGIO, THE—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)
 —For the fry—Filmed in Italy; English language
 66009 MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering
 needs special attention
 RIDE BEYOND VENGEANCE—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—
 Superior adventure drama could be a real sleeper
 66022 SILENCERS, THE—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-
 spy entry should be big crowd pleaser
 STUDY IN TERROR, A—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sher-
 lock Holmes vs Jack The Ripper fine for mystery fans—English-made
 66018 THAT MAN IN ISTANBUL—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-
 fast spoof on secret agents will delight audiences—Filmed abroad
 65027 THESE ARE THE DAMNED—D—77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301
 (7-21-65)—Adequate supporting fare—English-made
 66011 TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed
 abroad
 66027 TROUBLE WITH ANGELS, THE—C—112m.—(C)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—
 Fine film for the family with star names to help
 66014 WINTER A-GO-GO—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen
 set
 66016 YOU MUST BE JOKING—C—100m.—Michael Callan, Lionel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import
 —English-made

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule
 BIRDS DO IT—(C)—Soupy Sales, Tab Hunter, Doris Dowling
 CABRIOLA—(C)—Marisol, Angel Peralta—Spanish-made
 CASINO ROYALE—(PV; C)—Peter Sellers, David Niven, Ursula Andress
 DEADLY AFFAIR, THE—(C)—James Mason, Simone Signoret, Maximilian Schell
 ELI KOTCH—(C)—James Coburn, Camilla Sparv, Aldo Ray
 FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger
 GEORGY GIRL—James Mason, Lynn Redgrave—English-made
 IT'S WHAT'S HAPPENING—(PV; C)—Anthony Quinn, Martha Hyer
 KISS THE GIRLS AND MAKE THEM DIE—(C)—Michael Connors, Dorothy Provine
 LAST OF THE RENEGADES—(S; C)—Lex Barker
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
 LOST COMMAND, THE—(PV; C)—Anthony Quinn, Claudia Cardinale
 MAN CALLED FLINTSTONE, THE—(C)—Cartoon Feature
 MYSTERY OF THUG ISLAND, THE—(C)—Guy Madison—English-made

NIGHT OF THE GENERALS, THE—(PV; C)—Peter O'Toole, Omar Sharif
PROFESSIONALS, THE—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale
RAGE, THE—(TC)—Glenn Ford, Stella Stevens
TAMING OF THE SHREW, THE—(PV; C)—Richard Burton, Elizabeth Taylor
THREE ON A COUCH—(C)—Jerry Lewis, Janet Leigh
TRAITOR'S GATE—Gary Raymond, Catherina VonSchell—English-made
WALK, DON'T RUN—(C)—Cary Grant, Samantha Eggar, Jim Hutton
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 834—C—98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—Study of the modern world's Stone age people—Foreign-made
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—Effective, simple religious offering for selective audiences—Italian-made; English titles
GULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C) Produced by Hiroshi Okawa—5398 (5-11-66)—Good for kiddies and family trade—Japanese-made; English dialogue
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-14-66)—Moderately interesting import—French-made; English titles
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art. spots—Japanese-made; English titles
MCGUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-made meller may have heavy going in U.S.—English-made
RAILROAD MAN, THE—D—105m.—Pietro Germi, Luisa Della Noce, Sylva Koscina—5339 (10-20-65)—Fine import—Italian-made; English titles
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made
WALK IN THE SHADOW—D—83m.—Michael Craig, Janet Munro, Patrick McGoohan—5373 (2-16-66)—Effective drama—English-made

COMING

DR. WHO AND THE DALEKS—Peter Cushing, Roy Castle
OMICRON—Renato Salvatori
LOLLIPOP COVER—Don Gordon
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

- 508 **BOUNTY KILLER, THE**—W—92m.—(TC; TS)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
 509 **CASANOVA '70**—C—113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles
 511 **DARLING**—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
 560 **FASCIST, THE**—CD—102m.—Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
 512 **GIT!**—D—92m.—(TC)—Jack Chaplain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences
 505 **ITALIANO BRAVA GENTE**—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—Filmed abroad; English titles
JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC.—87m.—(Partly in color)—Narrated by Gregory Peck—5385 (3-30-66)
 504 **LITTLE NUNS, THE**—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English
 602 **OSCAR, THE**—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good, adult drama of a Hollywood heel
 510 **REQUIEM FOR A GUNFIGHTER**—W—91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
 506 **SEASIDE SWINGERS**—CMU—94m.—(CS; TC)—John Leyton, Mike Sarne, Freddie and the Dreamers—5289 (6-9-65)—Amusing programmer aimed at teens—English-made
 601 **2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE**—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)—Spoof of spies offers cute entertainment—English-made
 514 **10TH VICTIM, THE**—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat import offers different kind of entertainment—Italian-made; English titles and dialogue
 513 **VILLAGE OF THE GIANTS**—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

COMING

BILLY THE KID VS. DRACULA—(C)—John Carradine, Chuck Courtney
CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
EYE FOR AN EYE, AN—(C)—Robert Lansing
IDOL, THE—Jennifer Jones, John Leyton—English-Made
JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—
MAN CALLED ADAM, A—Sammy Davis, Jr., Louis Armstrong, Ossie Davis
MAD MONSTER PARTY—(Animagic) Boris Karloff
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer
PARANOIA—Marcello Mastroianni, Catherine Speak
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch
SPY WITH A COLD NOSE—Lawrence Harvey, Daliah Lavi, Lionel Jeffries
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6607 **ALPHABET MURDERS, THE**—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-it for the program—English-made
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest
 6505 **CINCINNATI KID, THE**—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme
DOCTOR ZHIVAGO—D—197m.—(PV; C)—Omar Sharif, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High rating entertainment—Filmed abroad
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—Entertaining comedy romance
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; English titles
 6606 **HARUM SCARUM**—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof helped by Presley draw
 6609 **HILL, THE**—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grim drama of life in a military prison—English-made
 6618 **HOLD ON**—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's Hermits
LADY L—C—107m.—(PV; C)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has angles and names
 6608 **LAUREL AND HARDY'S LAUGHING '20's**—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
 6603 **LOVED ONE, THE**—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences
 6613 **MADE IN PARIS**—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertaining tale of romance, high fashion
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audiences and children—Made in India
 6612 **MONEY TRAP, THE**—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—Fine cast boosts taut drama of crooked cops
 6619 **NORTH BY NORTHWEST**—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High rating, entertaining Hitchcock entry—Relssue

F

Face of Fu Manchu, The AI For.
Family Jewels, The AI. Par.
 • **Fantastic Voyage** Fox
Fantomas AI For.
 • **Fahrenheit 451** U
Fascist, The EMB.
Faster Pussycat, Kill, Kill Misc.
Father Of A Soldier For.
Fiendish Ghouls, The For.
 • **52 Miles To Terror** MGM
 • **Fighting Prince of Donegal, The** .. BV
Fine Madness, A WB
Finger On the Trigger AA
 • **Fireball 500** AI
Flame and the Fire Cont.
Flight Of The Phoenix, The Fox
 • **Follow Me, Boys** BV
 • **Fortune Cookie, The** UA
 • **Frankenstein Conquers The World** .. A-1
Frankenstein Meets the Space Monsters AA
Frankie and Johnny UA
Friends of the Family A3 For.
 • **Frontier Hellcat** Col.
 • **Funeral in Berlin** Par.
 • **Funny Thing Happened On the Way To The Forum, A** UA

G

• **Gambit** U
Ghidrah, The Three-Headed Monster A2 Cont.
Ghost And Mr. Chicken, The U
Ghost In the Invisible Bikini AI
Girl Getters, The AI
Git! AI EMB
Glass Bottom Boat, The A2 MGM
Glory Guys, The A2 UA
 • **Gnomobile, The** BV
Gospel According To St. Matthew Cont.
Great Race, The AI WB
Great Sioux Massacre, The A2 Col.
Great Spy Chase, The A3 AI
Greed In The Sun A3 MGM
 • **Gregory Girl** Col.
Group, The UA
Gulliver's Travels Beyond the Moon Cont.
Gunmen Of The Rio Grande AA
Gunpoint AI U
Guns of Navarone, The-Re. Col.

H

Hallelujah Trail, The AI UA
Hamlet UA
Hansel and Gretel AI For.
Harlow A3 Par.
Harper WB
Harum Scarum A2 MGM
Harvey Middleman, Fireman A2 Col.
Having A Wild Weekend A3 WB
 • **Hawaii** UA
Help! AI UA
Hercules Against the Moon Men ... For.
Heroes Of Telemark A2 Col.
Hill, The A4 MGM
Hold On! MGM
 • **Hombre** Fox
 • **Honey Pot, The** UA
Horrors Of Spider Island Misc.
 • **Hotel Paradiso** MGM
Hours Of Love, The For.
How Not To Rob A Department Store For.
 • **How To Steal A Million** Fox
How To Stuff A Wild Bikini B A-1
Human Duplicators AA

I

• **Idol, The** Emb.
I'll Take Sweden B UA
 • **Incident At Phantom Hill, The** AI U
Inside Daisy Clover A3 WB
Ipcress File, The A2 U
 • **Is Paris Burning?** Par.
Italiano Brava Gente A3 EMB
 • **It's What's Happening** Col.

J

• **Jesse James Meets Frankenstein's Daughter** Emb.
John F. Kennedy: Years of Lightning, Day of Drums ... A1 Emb.
Johnny Nobody A2 For.
Johnny Reno A2 Par.
Johnny Tiger U

Judex A2 Cont.
Judith Par.
Juliet of the Spirits For.
●Jungle Book, The BV

K

●Kaleidoscope WB
●Khartoum UA
Kid Rodello Par.
King And Country A3 For.
King Kong Vs Godzilla-Re. U
●King of Hearts, The UA
King Rat A3 Col.
●Kiss the Girls and Make Them Die..Col.
Knack, The A4 UA
Knockout Misc.
Kwaidan Cont.

L

La Boheme A2 WB
La Dolce Vita-Re A1 P
Lady L MGM
La Fuga C For.
Las Vegas Hillbillies Misc.
●Last of the Renegades Col.
Last of the Secret Agents, The ... Par.
Laurel and Hardy's Laughing 20's
Leather Boys, The AA
Lemonade Joe AA
●Let's Kill Uncle U
●Lt. Robin Crusoe, U.S.N. BV
●Life At The Top Col.
Life Upside Down For.
●Liquidator, The A3 MGM
Little Nuns, The A1 Emb.
Little Ones, The A2 Col.
●Little Prince And The
Eight-Headed Dragon, The Col.
Living It Up-Re A1 Par.
Lollipop For.
●Lollipop Cover A2 Cont.
Lord Love A Duck A4 UA
●Lost Command, The A3 Col.
Love And Kisses A2 U
Love In Four Dimensions C For.
Loved One, The B MGM

M

Mad Executioners, The A2 Par.
●Mad Monster Party EMB
Madame X A3 U
Made In Paris A3 MGM
●Mademoiselle UA
●Magic Weaver, The AA
Magic World of Topo Gigio, The A1 Col.
Male Companion For.
●Man Called Adam, A Emb.
●Man Called Flintstone, The Col.
Man Could Get Killed, A U
Mara Of The Wilderness A1 AA
Marriage On The Rocks B WB
Maya MGM
McGuire, Go Home Cont.
McHale's Navy Joins the Air
Force A1 U
Merry Wives of Windsor, The .. A2 For.
Mickey One A3 Col.
●Mister Buddwing MGM
Modesty Blaise Fox
Moment to Moment A3 U
●Monkeys Go Home BV
Monkey's Uncle, The A1 BV
Money Trap, The B MGM
Moonwolf AA
Morgan For.
Morituri (The Saboteur) A3 Fox
Mozambique For.
●Munster Go Home U
Murder Game, The Fox
Murder in Mississippi Misc.
Murieta A1 WB
Mutiny In Outer Space AA
My Fair Lady A1 WB
●My Last Duchess Par.
●Mystery of Thug Island, The Col.

N

Naked Prey, The A3 Par.
●Namu, The Killer Whale UA
Nanny, The A3 Fox
●Nevada Smith Par.
Never Too Late A3 WB
●Night of the Generals, The Col.
Night of The Grizzly Par.
North By Northwest-Re MGM
●Not With My Wife, You Don't WB

O

●Oh Dad, Poor Dad, Mama's
Hung You in the Closet and
I'm Feeling So Sad Par.

6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6616 **PATCH OF BLUE, A**—105m.—(PV)—Sidney Poitier, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with exquisite taste and sure to please discriminating audiences
SANDPIPER, THE—D—116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6604 **SECRET OF MY SUCCESS, THE**—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad
6623 **SECRET SEVEN, THE**—MD—94m.—(TS; EC)—Tony Russel, Helga Line—5394 (4-27-66)—Plenty of action for the program—Italian-made
6511 **SEVEN WOMEN**—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission trouble in China has angles and interest
6617 **SINGING NUN, THE**—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)—Warm, tuneful combination of religion and music
6621 **SON OF A GUNFIGHTER**—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)—Satisfactory western meller for the action program
6620 **SPY WITH MY FACE, THE**—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—Video hero in action on big screen
6622 **TIKO AND THE SHARK**—NOV.—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type audiences; art houses—Filmed in French Polynesia
6624 **TO TRAP A SPY**—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends upon tv's "Man From U.N.C.L.E." popularity
6615 **WHERE THE SPIES ARE**—MD—110m.—(PV; C)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adventure thriller—Filmed abroad
6610 **WHEN THE BOYS MEET THE GIRLS**—MU—110m.—(PV; MC)—Connie Francis, Harve Pressnell, Herman's Hermits—5351 (12-1-65)—Lightweight musical with appeal for younger set

COMING

BIGGEST BUNDLE OF THEM ALL, THE—(PV; C)—Robert Wagner, Raquel Welch
DANGEROUS DAYS OF KIOWA JONES—Robert Horton, Diane Baker, Sal Mineo
DIRTY DOZEN, THE—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker
52 MILES TO TERROR—Dana Andrews, Jeanne Crain
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
MISTER BUDDWING—James Garner, Jean Simmons, Suzanne Pleshette
SPINOUT—(MC; PV)—Elvis Presley
THIS WAY OUT, PLEASE—(PU; MC)—Sandra Dee, George Hamilton, Celeste Holm
THREE BITES OF THE APPLE—(PV; C)—David McCallum, Sylva Koscina
THREE FOR A WEDDING—(MC; PV)—Sandra Dee, George Hamilton
2001—A SPACE ODYSSEY—(SP; C)—Gary Lockwood, Keir Dullea
VAMPIRE KILLERS, THE—(C)—Sharon Tate, Jack MacGowran
VENETIAN AFFAIR, THE—(MC; PV)—Robert Vaughn, Elke Sommer

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 **ALL THE WAY (THE JOKER IS WILD)**—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394 (4-27-66)—Joe E. Lewis biography is entertaining—Reissue
6519 **APACHE UPRISING**—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western bolstered by cast of old friends
6515 **BEACH BALL**—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5530 (10-6-65)—Okay entry for teen set
R6529 **BELLBOY, THE**—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue
6508 **BOEING, BOEING**—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers in furious frolic about sex.
R6505 **BREAKFAST AT TIFFANY'S**—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots
R6535 **COME BLOW YOUR HORN**—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very funny comedy should roll to top returns—Reissue
6422 **FAMILY JEWELS, THE**—C—100m.—(TC)—Jerry Lewis, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6423 **HARLOW**—D—125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6523 **JOHNNY RENO**—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has "names to help"
6520 **JUDITH**—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of early days of Israel and some of its people—Filmed in Israel
6518 **KID RODELO**—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama okay for program—Filmed abroad
LAST OF THE SECRET AGENTS, THE?—C—90m.—(C)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—Generally amusing comedy
R6502 **LIVING IT UP**—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue
6516 **MAD EXECUTIONERS, THE**—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to carry lower half—Foreign-made dubbed in English
6525 **NAKED PREY, THE**—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry contains fine photography, plenty of action
6526 **NIGHT OF THE GRIZZLY, THE**—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-66)—Good adventure film
R6537 **ONE-EYED JACKS**—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive western—Reissue
R6501 **PARDNERS**—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music
6504 **PROMISE HER ANYTHING**—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany way-out farce with appeal for young adults—English-made
PSYCHOPATH, THE—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interesting thriller—Filmed abroad
6507 **RED LINE 7000**—MD—110m.—(TC)—Gail Hire, James Ward—5343 (11-3-65)—Auto race grinder offers kicks for teens, immature adults
6510 **REVENGE OF THE GLADIATORS**—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English
R6506 **SABRINA**—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue
6514 **SANDS OF THE KALAHARI**—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (11-3-65)—Effective drama of human savagery in the struggle for survival—Made in Africa
6511 **SEVEN SLAVES AGAINST THE WORLD**—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans—Italian-made; dubbed in English
R6522 **SHANE**—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor classic—Reissue
6503 **SITUATION HOPELESS—BUT NOT SERIOUS**—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65)—Entertaining entry—Filmed abroad
6513 **SKULL, THE**—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad
6517 **SLENDER THREAD, THE**—D—98m.—Sidney Poitier, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller
6421 **SONS OF KATIE ELDER, THE**—W—122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6509 **SPY WHO CAME IN FROM THE COLD, THE**—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interesting filmization of best seller—Filmed abroad
R6524 **TEN COMMANDMENTS, THE**—D—219m.—(VV; TC)—Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—One of the top entertainments of all time—Reissue
6512 **TOWN TAMER**—W—89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
R6528 **VISIT TO A SMALL PLANET**—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Caine, Shelley Winters—English-made
ASSAULT ON A QUEEN—(TC)—Frank Sinatra, Virna Lisi, Tony Franciosa
DEADLY BEES, THE—(TC)—Suzanne Leigh, Frank Finlay—English-made
ELDORADO—(TC)—John Wayne, Robert Mitchum, Michele Carey
FUNERAL IN BERLIN—(C)—Michael Caine, Anjanette Comer
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron
NEVADA SMITH—(PV; EC)—Steven McQueen, Karl Malden
PARADISE, HAWAIIAN STYLE—(TC)—Elvis Presley
OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO BAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters
RED TOMAHAWK—Howard Keel, Betty Hutton

SECONDS—Rock Hudson, Salome Jens
SPIRIT IS WILLING, THE—Sid Caesar, Vera Miles, Cass Daley
SWINGER, THE—(TC)—Tony Franciosa, Ann-Margaret
THIS PROPERTY IS CONDEMNED—(TS; TC)—Natilie Wood, Robert Redford
WACO—(TC)—Howard Keel, Jane Russell
WARNING SHOT—David Janssen, Eleanor Parker
VULTURE, THE—(TC)—Robert Hutton, Broderick Crawford, Diane Clare
YOU JUST KILL ME—(PU)—Tony Curtis, Rosanna Schiafino

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 **AGONY AND THE ECSTASY, THE**—D—140m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works
527 **CAVERN, THE**—D—83m.—John Saxon, Brian Aherne, Roseanna Schiafino—5346 (11-17-65)—Fair war programmer—Filmed abroad
517 **CURSE OF THE FLY, THE**—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made
518 **DEVILS OF DARKNESS**—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad
530 **DO NOT DISTURB**—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner
604 **DRACULA—PRINCE OF DARKNESS**—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made
602 **FLIGHT OF THE PHOENIX, THE**—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama
611 **MODESTY BLAISE**—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made
520 **MORITURI (THE SABOTEUR)**—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
MURDER GAME, THE—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made
526 **NANNY, THE**—D—93m.—Bette Davis, Wendy Cragg, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made
601 **OUR MAN FLINT**—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines
605 **PLAGUE OF THE ZOMBIES, THE**—MD*—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made
608 **RASPUTIN—THE MAD MONK**—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made
609 **REPTILE, THE**—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made
529 **RETURN OF MR. MOTO, THE**—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry
523 **REWARD, THE**—D—82m.—(CS; DC)—Max Von Sydow, Yvette Mimeux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama
SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU—174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
528 **SPACEFLIGHT IC-1**—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England
560 **THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES**—C—133m.—(Todd-AO; DC)—Stuart Whitman, Sarah Miles, Robert Morley—5289 (6-9-65)—Funny, colorful spectacle looks like solid popular entertainment
514 **UP FROM THE BEACH**—D—99m.—(CS)—Cliff Robertson, Irina Demick, Marius Goring, Red Buttons—5289 (6-9-65)—Fairly interesting tale of people in war
521 **WILD ON THE BEACH**—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-65)—Mild rock 'n' roll entry for program

COMING

BATMAN—(WS; C)—Adam West, Burt Ward, Cesar Romero
BIBLE, THE—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston
BLUE MAX, THE—(CS; DC)—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lauter, Donald Barry
DEVIL'S OWN, THE—(WS; C)—Joan Fontaine, Alec McGowan
EL GRECO—(C)—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
HOMBRE—(PV; C)—Paul Newman, Diane Cilento
HOW TO STEAL A MILLION—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer
ONE MILLION YEARS B. C.—(CS; DC)—John Richardson, Raquel Welch
PREHISTORIC WOMEN—(CS, C)—Martine Beswick, Michael Latimer—English-made
SAND PEBBLES, THE—(Todd-Ao; DC)—Steven McQueen, Candice Bergen, Richard Attenborough
SMOKY—(C)—Fess Parker, Diana Hyland
STAGECOACH—(CS; DC)—Ann-Margaret, Michael Connors, Red Buttons
WAY, WAY OUT—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn
WEEKEND AT DUNKIRK—(CS; DC)—Jean-Paul Belmondo, Catherine Spaak

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw
6606 **CAST A GIANT SHADOW**—MD—140½m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action
6608 **DON'T WORRY, WE'LL THINK OF A TITLE**—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-55)—Comedy will have to depend on names—Schenck
6605 **FRANKIE AND JOHNNY**—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small
6511 **GLORY GUYS, THE**—CD—112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6604 **GROUP, THE**—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman
6512 **HALLELUJAH TRAIL, THE**—C—167m.—(Cinerama; TC)—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6607 **HAMLET**—D—148m.—Innokenti Smoktunovsky—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
6509 **I'LL TAKE SWEDEN**—C—96m.—(TC)—Bob Hope, Tuesday Weld, Frankie Avalon—5290 (6-9-65)—Hope, bikinis, and rock 'n' roll provide summer-weight fun—Small
790 **KNACK, THE—AND HOW TO GET IT**—C—84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6602 **LORD LOVE A DUCK**—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch
6515 **RETURN FROM THE ASHES**—D—105m.—(PV)—Maximillian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-10-65)—Intriguing drama—Filmed abroad—Mirisch
6601 **THOUSAND CLOWNS, A**—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of state play—Harrell
6517 **THUNDERBALL**—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman
6603 **VIVA MARIA**—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs
6510 **WHAT'S NEW PUSSYCAT?**—C—108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman

COMING

AMBUSH BAY—Hugh O'Brian, Mickey Rooney—Courageous
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BOY, DID I GET A WRONG NUMBER—(TC)—Bob Hope, Elke Sommer—Small
DUEL AT DIABLO—(C)—James Garner, Sidney Poitier, Bibi Andersson
DOLLAR A HEAD, A—(EC; TS)—Burt Reynolds, Tanya Lopert
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford
FORTUNE COOKIE, THE—Jack Lemmon, Walter Matthauondo, Ursula Andress

● Oh! Those Most Secret Agents AA
● Omicron Cont.
Once A Thief A3 MGM
Once Upon An Island AA
One-Eyed Jacks-Re. Para.
● One Million Years B. C. Fox
Operation C.I.A. A2 AA
Oscar, The EMB
Othello A2 WB
Our Man Flint B Fox
Out of Sight A2 U

P

● Pad, The U
● Paradise, Hawaiian Style A1 Par.
● Paranoia Emb.
Pardners-Re A1 Par.
Party's Over, The AA
Patch of Blue, A A3 MGM
● Picture Mommy Dead Emb.
Pinocchio In Outer Space A1 U
● Place Called Glory, A EMB
Plague of the Zombies, The Fox
Planet of the Vampires, The A2 A1
Playground, The Misc.
● Prehistoric Women Fox
● Professionals, The Col.
Promise Her Anything A3 Par.
Psychopath, The Par.
Pussycat Alley For.

Q

Queen of Blood AI

R

Racing Fever B AA
● Rage, The Col.
Rage To Live, A A3 UA
Railroad Man, The A2 Cont.
Rare Breed, The A1 U
Ravagers, The For.
Rasputin—The Mad Monk Fox
Red Line 7000 B Par.
● Red Tomahawk Par.
Reptile, The A2 Fox.
Repulsion C For.
Requiem For A Gun Fighter .. A1 EMB
Return From The Ashes A3 UA
Return of Mr. Moto B Fox
● Return of the Seven UA
Revenge of The Gladiators, The . A2 Fox
Reward, The A2 Fox
Ride Beyond Vengeance Col.
● River of Dollars, A UA
Rope of Flesh Misc.
● Russians Are Coming, The UA

S

Saboteur, The (see Morituri) Fox
Sabrina-Re B Par.
● Sailor From Gibraltar UA
● Sand Pebbles, The Fox
Sandpiper, The B MGM
● Sands of Beersheba AIP
Sandra For.
Sands of The Kalahari A3 Par.
Seaside Swingers A1 Emb.
2nd Best Secret Agent In The
Whole Wide World EMB
● Seconds Par.
Secret Agent Fireball A2 A1
Secret Of My Success, The .. A2 MGM
Secret Seven, The MGM
Sergeant Deadhead A3 A1
Seven Slaves Against The World A2 Par.
Seven Women B MGM
● Shakespeare Wallah A3 Cont.
Shane-Re Par.
Shepherd Girl, The For.
Shop on Main Street, The For.
Silencers, The Col.
Singing Nun, The A1 MGM
Situation Hopeless But
Not Serious A2 Par.
Ski Party A2 A1
Skull, The A2 Par.
Sleeping Beauty A1 For.
Sleeping Beauty, The A1 For.
Sleeping Car Murder, The B For.
Slender Thread, The A2 Par.
● Smoky Fox.
Snow White A1 For.
Son Of A Gunfighter A1 MGM
Sons Of Katie Elder, The A1 Par.
Sound Of Music, The A1 Fox
● Southwest To Sonora U
Space Flight IC-1 B Fox
● Spinout MGM
● Spirit Is Willing, The Par.
Spy In Your Eye A2 A1
Spy Who Came In From The
Cold The A3 Par.
● Spy With A Cold Nose EMB.
Spy With My Face, The MGM

●Stagecoach Fox
 Stop the World—I Want To
 Get Off WB
 Study In Terror, A Col.
 Swedish Wedding Night C For.
 ●Swinger, The Par.
 Swinger's Paradise A1 A1

T

Tatty And The Jungle Hunter.. A1 UA
 ●Taming of the Shrew, The Col.
 ●Tarzan and the Valley of Gold A1
 Take It All C For.
 Ten Commandments, The-Re Par.
 Ten Little Indians For.
 ●10:30 P.M. SUMMER UA
 Tenth Victim, The B Emb.
 Terror In The City A3 AA
 ●Texas Across The River U
 That Darn Cat A1 BV
 That Funny Feeling A2 U
 That Man In Istanbul A3 Col.
 These Are The Damned A3 Col.
 Third Day, The A3 WB
 ●Three For A Wedding MGM
 ●Three On A Couch Col.
 ●13 MGM
 ●This Property Is Condemned Par.
 ●This Way Out, Please MGM
 Those Magnificent Men In Their
 Flying Machines A1 Fox
 Thousand Clowns, A A3 UA
 ●Three Bites of the Apple MGM
 Thunderball A3 UA
 Tickle Me A2 AA
 Tiko and the Shark MGM
 ●Time Of Indifference Cont.
 To Trap A Spy MGM
 ●Tobruk U
 ●Tokyo Olympiad AIP
 ●Town Curtain U
 Town Tamer A2 Par.
 ●Traitor's Gate Col.
 ●Trampers, The Emb.
 Treasure Of Silver Lake A1 Col.
 Trouble With Angels, The Col.
 ●2001—A Space Odyssey MGM

U

Ugly Dachshund, The A1 BV
 Underworld Informers A2 Cont.
 Up From The Beach A1 Fox
 ●Up To His Ears UA

V

●Vampire Killers, The MGM
 ●Venetian Affair, The MGM
 Very Special Favor, A A3 U
 Village Of The Giants B Emb.
 Visit To A Small Planet-Re. Par.
 Viva Maria B UA
 ●Vulture, The Par.

W

●Waco A2 Par.
 ●Walk, Don't Run Col.
 Walk In The Shadow Cont.
 War Lord, The A3 U
 War Gods Of The Deep A-1
 ●War—Italian Style AIP
 ●Warning Shot Par.
 ●Way, Way Out Fox
 ●Weekend At Dunkirk Fox
 ●Weird, Wicked World For.
 ●What Did You Do In The
 War, Daddy UA
 What's New Pussycat? B UA
 ●What's Up Tiger Lilly? A1
 When The Boys Meet The Girls A3 MGM
 Where The Spies Are A3 MGM
 ●Who's Afraid Of Virginia Woolf? .. WB
 Who Killed Teddy Bear? B Misc.
 W.I.A. (Wounded In Action) For.
 ●Wild Angels, The AIP
 Wild On The Beach A2 Fox
 ●Wild, Wild Winter U
 ●Willie and the Yank BV
 Winter A-Go-Go A2 Col.
 ●World's Greatest Swindles Cont.
 ●Wrong, Box, The Col.

Y

Year of the Horse, The Misc.
 You Must Be Joking A1 Col.
 ●Young World, A UA

HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch
 HONEY POT, THE—Rex Harrison, Susan Hayward, Maggie Smith—Felman
 KHARTOUM—(PV 70, TC)—Charlton Heston, Laurence Olivier
 KING OF HEARTS, THE—(C)—Alan Bates, Jean-Claude Brialy
 MADEMOISELLE—Jeanne Moreau, Ettore Manni—Woodfall
 NAMU, THE KILLER WHALE—(C)—Robert Lansing
 RETURN OF THE SEVEN—(PV, EC)—Yul Brynner, Robert Fuller—Mirisch
 RIVER OF DOLLARS, A—(TS; TC)—Tom Hunter, Henry Silva
 RUSSIANS ARE COMING, THE—Alan Arkin, Jonathan Winters, Eva Marie Saint
 SAILOR FROM GIBRALTAR—Jeanne Moreau, Ian Bannen
 10:30 P.M. SUMMER—Melina Mercouri, Peter Finch—Woodfall
 UP TO HIS EARS—(C)—Jean Paul Belmondo-Ursula Andress
 WHAT DID YOU DO IN THE WAR, DADDY?—(C)—James Coburn, Dick Shawn—Mirisch
 YOUNG WORLD, A—Nino Castelnova, Christine De La Roche-Saltzman

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6604 AGENT FOR H.A.R.M.—MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-9-66)—Fair pro-
 grammer
 AND NOW MIGUEL—D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry
 for youngsters and family trade
 ARABESQUE—CD—105m.—(TC)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-drama
 has potent cast—Made in England
 6606 BOY CRIED MURDER, THE—D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay
 programmer
 6612 BRIDES OF DRACULA, THE—MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror
 entry—English-made; Reissue
 6525 DARK INTRUDER—MD—59m.—Leslie Nielson, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
 6609 GHOST AND MR. CHICKEN, THE—C—90m.—(C)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute programmer for
 family trade
 6610 GUNPOINT—W—86m.—(C)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western
 6524 IPGRESS FILE, THE—MD—108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—
 English-made
 6608 JOHNNY TIGER—D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for
 good program
 6411 KING KONG VS GODZILLA—MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry
 for program—Japanese-made—Reissue
 6527 LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry
 with angles for teens
 6605 MADAME X—D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is
 great for femmes
 6607 MAN COULD GET KILLED, A—CMD—110m.—(TC)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)—
 Top cast in romantic spy spoof—Filmed abroad
 6601 MOMENT TO MOMENT—D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story
 with involvements could attract femmes
 6518 McHALE'S NAVY JOINS THE AIR FORCE—C—90m.—(TC)—Joe Flynn, Tim Conway—5290 (6-9-65)—Cute sequel
 to initial release and regular tv show
 OUT OF SIGHT—CMU—90m.—(TC)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401
 (5-11-66)—Beach type rock 'n' roller for program
 6528 PINOCCHIO IN OUTER SPACE—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon
 fun entry for Xmas release
 6603 RARE BREED, THE—D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and
 romance mixture offers adequate entertainment
 6523 THAT FUNNY FEELING—C—93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing
 entry
 6520 VERY SPECIAL FAVOR, A—C—104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very
 funny comedy
 6526 WAR LORD, THE—MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—
 Charlton Heston rides, fights and loves again
 6602 WILD, WILD WINTER—CMU—80m.—(TC)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for lower
 half

COMING

BEARDLESS WARRIORS, THE—(C)—James Drury, Steve Carlson
 BEAU GESTE—(TC; TS)—Telly Savalas, Doug McClure, Leslie Nielsen
 BLINDFOLD—(TC; PV)—Rock Hudson, Claudia Cardinale
 COUNTESS FROM HONG KONG, A—(TC)—Marlon Brando, Sophia Loren
 FARENHEIT 451—(TC)—Julie Christie, Oskar Werner
 GAMBIT—(TC)—Shirley MacLaine, Michael Caine
 INCIDENT AT PHANTOM HILL, THE—(TC; TS)—Robert Fuller, Jocelyn Lane
 LET'S KILL UNCLE—(TC)—Nigel Green, Mary Badham
 MUNSTER GO HOME—(C)—Fred Gwynne, Yvonne DeCarlo, Terry Thomas
 PAD, THE—(TS; TC)—Brian Bedford, Julie Sommars
 SOUTHWEST TO SONORA—(TS; TC)—Marlon Brando, John Saxon
 TEXAS ACROSS THE RIVER—(TC)—Dean Martin, Alain Delon, Rosemary Forsyth
 TOBRUK—(TC)—Rock Hudson, George Peppard, Nigel Green
 TORN CURTAIN—(TC)—Paul Newman, Julie Andrews

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

555 BATTLE OF THE BULGE—D—162m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan
 —5359 (12-29-65)—War film has angles
 BIG HAND FOR THE LITTLE LADY, A—C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401
 (5-11-66)—Highly entertaining comedy features virtuoso performances
 FINE MADNESS, A—CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce
 will titillate mature audiences
 553 GREAT RACE, THE—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy
 blockbuster is headed for the top
 557 HARPER—MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detec-
 tive yarn
 462 HAVING A WILD WEEKEND—C—91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made
 556 INSIDE DAISY CLOVER—D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view
 of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment
 578 LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and
 culture lovers—Filmed in Italy
 552 MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—En-
 tertaining spoof on marital impasse has names
 479 MY FAIR LADY—MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive en-
 tertainment headed right for the top
 554 NEVER TOO LATE—C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5334 (11-3-65)—Amus-
 ing filmization
 551 MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hl-
 jinks in early California—Made in Spain
 579 OHELLO—D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shake-
 speare classic English-made
 558 STOP THE WORLD—I WANT TO GET OFF—MU—98m.—(TC)—Tony Tanner, Millicent Martin—5391 (4-13-66)—
 Filmed stage musical for selective audiences—English-made
 463 THIRD DAY, THE—D—119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

COMING

AMERICAN DREAM, AN—(TC, WS)—Stuart Whitman, Janet Leigh, Eleanor Parker
 ANY WEDNESDAY—(C)—Jane Fonda, Jason Robards
 KALEIDOSCOPE—(WS; C)—Warren Beatty, Susannah York—English-made
 NOT WITH MY WIFE, YOU DON'T—(PV; TC)—Tony Curtis, Virna Lisi
 WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ALICE IN WONDERLAND IN PARIS—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-2-66)—Cute cartoon for kiddies—Childhood Productions
ALL MEN ARE APES—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures
CINERAMA'S RUSSIAN ADVENTURE—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow
ELEANOR ROOSEVELT STORY, THE—DOC—90m.—Produced by Sidney Glazier—5290 (6-9-65)—Fine documentary—Trans-American
FASTER, PUSSYCAT, KILL, KILL!—MD—83m.—Tura Satana, Paul Trinko—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve
HORRORS OF SPIDER ISLAND—MD—75m.—Alex D'Arcy, Barbara Valentine—5337 (10-20-65) Fair horror programmer—Pacemaker
KNOCKOUT—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux
LAS VEGAS HILLBILLYS—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner
MURDER IN MISSISSIPPI—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme
PLAYGROUND, THE—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-19-65)—Off-beat experimental drama for arty set—Jerand
ROPE OF FLESH—M—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta
WHO KILLED TEDDY BEAR?—D—90m.—Sal Mineo, Juliet Prowse, Jan Murray—5338 (10-20-65)—Offbeat treatment of sex psychopath's world will revulse many—Magna
YEAR OF THE HORSE, THE—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALPHAVILLE—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-1-65)—Way-out import for way-out art fans—French made; English titles—Pathe Contemporary
BALLAD OF LOVE, A—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino
BAND OF OUTSIDERS—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films
BREMEN TOWN MUSICIANS, THE—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood
CARRY ON CLEO—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made
CLOPORTES—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5403 (5-11-66)—Interesting import—French-made; English titles—Int. Classics
COAST OF SKELETONS—MD—90m.—(C)—Richard Todd, Dal Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts
DEAR JOHN—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III
ENOUGH ROPE—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio
EVENING WITH THE ROYAL BALLET, AN—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III
FACE OF FU MANCHU, THE—MD—96m.—(TS; TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts
FANTOMAS—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert
FATHER OF A SOLDIER—D—83m.—Sergio Zakhariadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino
FIENDISH GHOULS, THE—MD—74m.—Peter Cushing—5338 (10-20-65)—Okay programmer for exploitation spots—English-made—Pacemaker
FRIEND OF THE FAMILY—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—Import devotees should find this interesting—French-made; English title—International Classics
HANSEL AND GRETEL—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood
HERCULES AGAINST THE MOON MEN—MD—90m.—(WS; C)—Alan Steel—5338 (10-20-65)—Okay entertainment for the program—Italian-made; dubbed in English—Governor
HOURS OF LOVE, THE—D—89m.—(CS)—Ugo Tognazzi, Emmanuele Riva—5338 (10-20-65) Fairly interesting import for art spots—Filmed abroad—English titles—Cinema V
HOW NOT TO ROB A DEPARTMENT STORE—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Moderately amusing import—French-made; English titles—Artixio
JOHNNY NOBODY—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion
JULIET OF THE SPIRITS—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli
KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English—Laudau—Trans-American
LA FUGA—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics
LIFE UPSIDE DOWN—D—93m.—Charles Denner, Anna Gaylor—5339 (10-20-65)—Drama dealing with mental deterioration holds interest—French-made; English titles—Landau
LOLLIPOP—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times
LOVE IN FOUR DIMENSIONS—CD—108m.—Carlo Giuffre, Syola Koscina, Elena Martini—5339 (10-20-65)—Entertaining import compilation—Italian-made; English titles—Eldorado
MALE COMPANION—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics
MERRY WIVES OF WINDSOR, THE—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—filmed abroad; English language—Sigma III
MORGAN—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made
MOZAMBIQUE—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad
PUSSYCAT ALLEY—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone
RAVAGERS, THE—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (1-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere
REPULSION—D—105m.—Catherine Deneuve, John Fraser—5332 (10-20-65)—Shocking fare with limited appeal—English-made—Royal Films Int.
SANDRA—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.
SHOP ON MAIN STREET, THE—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent
SHEPHERD GIRL, THE—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films
SLEEPING BEAUTY—FAN—70m.—(C)—Narrated by Paul Tripp—5339 (10-20-65)—Okay for kiddie trade—Made abroad; dubbed in English—Childhood
SLEEPING BEAUTY, THE—BALLET—90m.—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.
SLEEPING CAR MURDER, THE—MD—90m.—(WSO)—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting import—French-made; English titles—Seven Arts
SNOW WHITE—FAN—74m.—(C)—Narrated by Paul Tripp—5340 (10-20-65)—Children should appreciate fairy tale—Made abroad; dubbed in English—Childhood
SWEDISH WEDDING NIGHT—D—96m.—Jarle Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.
TEN LITTLE INDIANS—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts
WEIRD, WICKED WORLD—DOC—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films
WIA (WOUNDED IN ACTION)—D—87m.—Steve Marlo, Maura McGiveney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myriad

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FILMS AVAILABLE FOR MATINEE SHOWINGS

EDITOR'S NOTE: The following list has been compiled with the aid of film companies as a source of information for theatremen seeking matinee films on those occasions when a booked feature is not suitable for such showings. Make sure film contract permits such matinee showings. The list is by no means complete, and the exhibitor is advised to check the suitability of chosen features for his specific purpose. Buena Vista is not included because it is their policy not to make films available for matinee showings.

Allied Artists

Jungle Girl—John Sheffield—79M.
Safari Drums—John Sheffield—70M.
World Without End (Color)—N. Leigh—80M.
The Atomic Man—Gene Nelson—70M.
Indestructible Man—Lon Chaney—70M.
The Cyclops—James Craig—66M.
Not Of This Earth—P. Birch—80M.
Sabu And The Magic Ring (Color)—Sabu—61M.
Snowfire—Molly and Don McGowan—73M.
The Littlest Hobo—B. Hart—77M.
House On Haunted Hill—Vincent Price—74M.
King Of Wild Stallions (C)—G. Montgomery—76M.
The Big Circus—Victor Mature—80M.
The Atomic Submarine—A. Fran—73M.
Raymie—David Ladd—71M.
Dondi—David Janssen—100M.
The Bashful Elephant—M. Mack—83M.
Day Of The Triffids—Howard Keel—93M.
The Blob—Steve McQueen—82M.

American International

It Conquered The World—70M.
Invasion Of The Saucer Men—69M.
Rock Around The World—72M.
Amazing Colossal Man—89M.
Viking Women And The Sea Serpent—66M.
Attack Of The Puppet People—79M.
How To Make A Monster—74M.
Teenage Caveman—66M.
The Spider—73M.
Roadracers—73M.
Ghost Of Dragstrip Hollow—65M.
Goliath features—Steve Reeves
Angry Red Planet—84M.
Amazing Transparent Man—58M.
Pit And The Pendulum—Vincent Price—80M.
Invasion Of The Star Creatures—81M.
Marco Polo—Rory Calhoun—100M.
Reptilicus—82M.
Samson And The Seven Miracles—Gordon Scott—79M.
Erik The Conqueror—Cameron Mitchell—90M.
Beach Party—100M.
Time Travelers—Preston Foster
Godzilla Vs The Thing—86M.
Atrogon—88M.

Childhood Productions Inc.

Snow White—74M.
Sleeping Beauty—70M.
Hansel and Gretel—52M.
Bremen Town Musicians—66M.
Seven Dwarfs To The Rescue—84M.

Columbia

The H-Man—79M.
30-Foot Bride Of Candy Rock—Lou Costello—73M.
1001 Arabian Nights—Mr. Magoo—76M.
Battle In Outer Space—90M.
My Dog Buddy—74M.
Stop, Look and Laugh—Three Stooges—78M.
Sword Of Sherwood Forest—Richard Green—80M.
Everything's Ducky—Mickey Rooney—81M.
Valley Of The Dragons—79M.
Mysterious Island—Michael Craig—101M.
Safe At Home—Mickey Mantle—83M.
Mothra—101M.
Zotz—Tom Poston—87M.
Man From The Diners Club—Danny Kaye—96M.
Jason And The Argonauts—Todd Armstrong—104M.
Around The World In A Daze—Three Stooges—94M.
Hey There It's Yogi Bear—Yogi Bear—88M.
First Men In The Moon—Edward Judd—103M.
The Outlaws Is Coming—Three Stooges—89M.

Embassy

Attila (Color)—Anthony Quinn—83M.
Hercules (Color)—Steve Reeves—107M.
Morgan The Pirate (Color)—Steve Reeves—93M.
Thief Of Bagdad (Color)—Steve Reeves—89M.
Wonders Of Aladdin (Color)—Donald O'Connor—93M.
Talking Bear (Color)—Renato Rascall—86M.

MGM

Tarzan features
Saddle The Wind—Robert Taylor—84M.
The Badlanders—Alan Ladd—83M.
Thunder Of Drums—Richard Boone—97M.
Ride The High Country—Randolph Scott—94M.
Savage Guns—Richard Basehart—100M.
The Rounders—Glenn Ford—85M.
Gunfighters of Casa Grande—Alex Nicol—92M.
Invisible Boy—Phillip Abbott—89M.
First Man Into Space—Marshall Thompson—77M.
The Time Machine—Rod Taylor—103M.
Giant Of Marathon—Steve Reeves—88M.
Atlantis, The Lost Continent—Anthony Hall—90M.
Secret Of Monte Cristo—Rory Calhoun—82M.
Damon and Pythias—Guy Williams—99M.
Swordsmen Of Siena—Stewart Granger—96M.
Seven Seas To Calais—Rod Taylor—103M.
Captain Sinbad—Guy Williams—85M.
Seven Faces Of Dr. Lao—Tony Randall—100M.
Rhino—Harry Guardino—91M.
Gold For The Caesars—Jeffrey Hunter—86M.
Hercules, Samson and Ulysses—Kirk Morris—85M.
The Golden Arrow—Tab Hunter—91M.
Gladiators Seven—Richard Harrison—92M.
Merry Andrew—Danny Kaye—102M.
Magic Boy—Feature cartoon—75M.
Please Don't Eat The Daisies—Doris Day—111M.
Festival Of Fun—Feature cartoon—71M.
Jumbo—Jimmy Durante, Doris Day—124M.
Courtship Of Eddie's Father—Glenn Ford—117M.
Big Parade Of Comedy—All-Star—89M.
Lili—Leslie Caron—81M.
Clarence, The Cross-Eyed Lion—Betsy Drake—98M.
Zebra In The Kitchen—Jay North—90M.
Village Of The Damned—George Sanders—77M.

New Trends Associates

Hansel and Gretel—72M.
Adventures Of Tom Sawyer—77M.

—COMING—

Little Lord Fauntleroy—106M.
Small Miracle—75M.
Black Beauty—80M.
Long John Silver's Return To Treasure Island—103M.

Paramount

Space Children—Aldo Ray—69M.
Colossus Of New York—Mala Powers—70M.
I Married A Monster—Tom Tryon—78M.
Delicate Delinquent—Jerry Lewis—101M.
Duel Of The Titans—Steve Reeves—91M.
Tarzan The Magnificent—Gordon Scott—87M.
Rock-A-Bye-Baby—Jerry Lewis—103M.
Who's Minding The Store—Jerry Lewis—90M.
Law Of The Lawless—Dale Robertson—87M.
The Patsy—Jerry Lewis—101M.
Robinson Crusoe—Paul Mantel—110M.
Disorderly Orderly—Jerry Lewis—90M.
Boy Ten Feet Tall—E. G. Robinson—88M.
Dr. Terror's House Of Horror—Roger Cushing—98M.
Circus World—John Wayne—138M.
Black Spurs—Rory Calhoun—81M.
Family Jewels—Jerry Lewis—100M.
Revenge Of The Gladiators—Roger Browne—100M.
Seven Slaves Against The World—R. Browne—93M.
The Skull—Peter Cushing—83M.

20th-FOX

High Wind In Jamaica—104M.
Snow White & Three Stooges—108M.
Lassie's Great Adventure—103M.
Apache Rifles—92M.
30 Years Of Fun—85M.
Purple Hills—60M.
Two Little Bears—81M.
Air Patrol—70M.
Five Weeks In A Balloon—101M.
Young Guns Of Texas—78M.
Day Mars Invaded The Earth—70M.
The Lost World—96M.
Son Of Robin Hood—80M.
Sad Horse—78M.
Dog Of Flanders—97M.
For The Love Of Mike—84M.
Wizard Of Baghdad—92M.
Days Of Thrills and Laughter—93M.

Spacemaster X7—71M.
Walk Tall—60M.
Freckles—84M.
When Comedy Was King—81M.
Little Shepherd Of Kingdom Come—108M.
Broken Land—60M.
Dear Brigitte—100M.
Rio Conchos—107M.

United Artists

633 Squadron (Color)—Cliff Robertson—94M.
Magic Sword (Color)—Basil Rathbone—79M.
Jack The Giant Killer (Color)—K. Matthews—93M.
Beauty And The Beast (Color)—Joyce Taylor—77M.
Boy And The Pirates (Color)—Charles Herbert—82M.
Dog's Best Friend—Bill Williams—70M.
Police Dog Story—James Brown—62M.
Boy Who Caught A Crook—Roger Mobley—72M.
McLintock—John Wayne—127M.
Horse Soldiers—John Wayne—119M.
For Those Who Think Young (C)—J. Darren—96M.
Hero's Island (Color)—James Mason—94M.
Kings Of The Sun (Color)—Yul Brynner—108M.
Revolt Of The Slaves (Color)—Rhonda Fleming—99M.
Sergeants 3—Frank Sinatra—111M.
Mighty Ursus (Color) Ed Fury—92M.
My Son The Hero (Color)—111M.
Sword Of The Conqueror (C)—Guy Madison—95M.
Amazons Of Rome (Color)—L. Jordan—93M.
Call Me Bwana (Color)—Bob Hope—103M.
Clown And The Kid—John Lupton—65M.

Universal

Private War Of Major Benson
Istanbul
Kelly and Me
Joe Dakota
Tammy and The Bachelor
Slim Carter
Monolith Monsters
Day Of The Badman
Big Beat
Thing That Couldn't Die
This Happy Feeling
Kathy O
Last Of The Fast Guns
The Mummy
Four Fast Guns
S.O.S. Pacific
Tomboy and The Champ
Wings Of Chance
Ole Rex
Shadow Of The Cat
Tammy Tell Me True
Sergeant Was A Lady
Desert Patrol
Saskatchewan
Night Creatures
Stagecoach To Dancer's Rock
Money, Women and Guns
Ride a Crooked Trail
No Name On The Bullet
Hell Bent For Leather
Seven Ways From Sundown
Posse From Hell
Six Black Horses
Phantom Of The Opera
No Man Is An Island
Mystery Submarine
Showdown
Tammy and The Doctor
Forty Pounds Of Trouble
He Rides Tall
Brass Bottle

Warners

Animal World—82M.
Boy and The Laughing Dog—Walter Brennan—91M.
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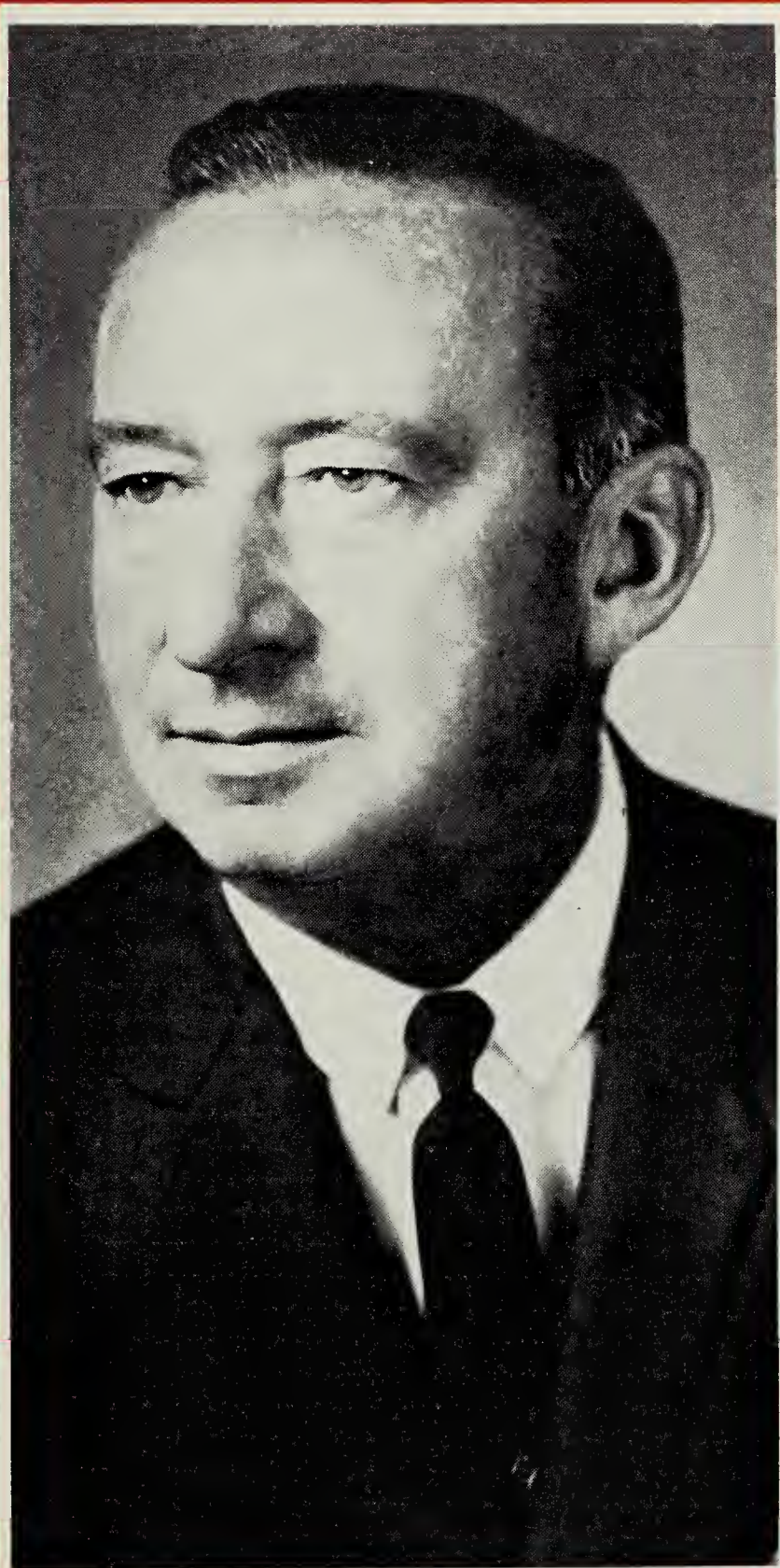
MAY 25, 1966

Volume 75

Number 16

IN THREE SECTIONS

• THIS IS SECTION ONE



Levin Loses Bid To Kayo MGM Meet

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Cannes—To See Or To Be Seen?

(See Page 6)

J. W. Servies was recently elected president of National Theatre Supply Co., replacing retiring W. J. Turnbull. See story page 5.

"COME WITH CLEAN HANDS" . . . see editorial—page 3



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Volume 75 • No. 16

May 25, 1966

Our 48th Year

“COME WITH CLEAN HANDS”

THIS PUBLICATION, while geared to serve exhibitor needs, also reflects years of experience in both theatre operation and selling film to theatres. This is probably the main reason problems affecting varying facets of the industry are called to our attention.

Quite frankly, some of the more flagrant stories of unfair trade practices are hard to believe, so radical have been the changes in business operations over the past few years.

There was a time when pictures were played in towns 50 to 100 miles away from a key exchange center without being forced to wait until these key dates were completed. Suddenly the situation changed, and towns in the area were pushed back of key town dates. The reason given was that “word of mouth” resulting from key city advertising efforts would be helpful to towns 50 or 100 miles away. This belief was prevalent even though it was common knowledge that key city newspapers carrying such film ads were relatively unread and unknown in neighboring towns. How this notion spread from distributor to distributor is another mystery.

Every once in a while, of course, a film breaks in outlying areas prior to any first-run in a key city. At that point, the excuse is that no first-run booking could be obtained. What this really means, of course, is that terms were probably so outrageous that no established first-run would participate.

The result of such on-again-off-again thinking is confusion and uncertainty, which creates many difficulties in a product-hungry industry. Some order in playoff patterns must be restored. Some changes are necessary as new construction and population shifts change the face of the industry, but these changes must be reasonable and designed to improve the situation rather than complicate it further.

From picture to picture, the industry can change completely. It is no secret, therefore, that exhibitors wonder where they are and where they're going. We have seen pictures double, even triple billed at drive-ins ahead of or day and date with established first-run houses. Certainly, there are legitimate methods which can be used to demonstrate one theatre's favorable characteristics as compared to another theatre.

The concept of reasonable playoff patterns was discussed in the decision of the U.S. District Court for the Southern District

of New York in the case of U.S. vs Paramount Pictures et al, Civil Action No. 87-273. The court ruled that the following characteristics should be considered:

1. The historical development of clearance in the particular area wherein the theatres involved are located.
2. The admission prices of the theatres involved. (Note that this was later eliminated.)
3. The character and location of the theatres involved, including size, type of entertainment, appointments, transit facilities, etc.
4. Policy of operation of theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut-rate tickets, etc.
5. The rental terms and license fees paid by the theatres involved and the revenue derived by the distributor defendants from such theatres.
6. The extent to which the theatres involved compete with each other for patronage and all other business considerations.

These guidelines are far from perfect, but they do at least represent an effort to replace chaos with some semblance of order. That's a lot more than we can see today. Cases arbitrated in the past established that double feature houses are not generally entitled to earlier runs than theatres with single feature policies. The purpose of clearance historically is to protect the run of the first-run theatre. It must be conceded that a beautiful, well appointed and well located theatre charging for children, featuring continuous performances and spending more money for advertising should not take second place. It hardly seems fair to grant an equal or earlier run to a theatre charging less, operating without matinees, etc. Reasonable clearance is the only weapon possessed by established first-run situations. It must be decided on the merits of each situation, but it should not be totally ignored in the hunger for a fast buck.

There is a quotation from the law of Solomon that seems particularly apt: “*Let him who seeks equity before the court come with clean hands.*” Those who came before us in this great industry laid a foundation and expected us to build on it. It is in our power to bring their dream to fruition or to wreck it by chaos and discord. The choice is ours.

WAIT FOR MAGIC MONDAY

THE MORE YOU LEARN, the less you know. One distributor started a new sales policy for subsequent run theatres that is really one for the books.

A picture plays a downtown first-run, then moves into a key neighborhood theatre. The runs after this are offered the picture at 50 per cent terms. However, they are told that deals can't be consummated until after the key sub-run grosses are in the following Monday. By this time, the distributor will

know whether it is still a 50 per cent picture or can be sold flat for, let's say, \$35 or \$50. Believe it or not, the practice has spread to all but one film company.

Often, the exhibitor can't wait for the magic Monday to fill his date. When this happens, he loses his place in the playoff pattern.

We don't know what's coming next, but whatever it is, we won't be surprised.

NEWS CAPSULES



FILM FAMILY ALBUM

Obituaries

Alfred Louis Weitschat, 64, Detroit's best known movie critic, died at East Side General Hospital of a heart attack. He had been with the Detroit News for 45 years and was its movie critic 31 years. Surviving are his wife, two sons, two brothers, a sister, and three grandchildren.

Reade Outlook Bright

NEW YORK—Optimism for both an improved first half and for long range prospects based on growth and expansion in all departments of Walter Reade-Sterling, Inc., was voiced by Walter Reade, Jr., president and chairman of the board, at the annual shareholders' meeting.

The shareholders elected Stephen P. Dugan, Jr., a director to succeed Edwin Gage, resigned. Other directors were reelected, including Reade; Sheldon Gunsberg, executive vice-president; Allan D. Emil, attorney; William H. McElnea, Jr.; and Charles Simonelli, executive vice-president of Technicolor Corporation. Company officers were reelected by the directors.

Citing the Company's 20 per cent increase in 1965 gross to \$16,417,000 and increase in net profit after taxes to \$505,000 against an adjusted loss of \$637,000 in 1964, Reade told shareholders that the company is operating on budget.

Reade also cited the growing value of the Company's library of nearly 700 feature films, including \$2,500,000 in new acquisitions. He described the recent purchases as new films still in production, some recent theatrical releases, and some time-honored movie classics, none of which have ever been seen on American tv screens.

He also discussed the improved prospects of the theatrical film distribution division, pointing to the summer release schedule which includes "McGuire, Go Home!," "Gypsy Girl," "Dr. Who and the Daleks," and "Gulliver's Travels Beyond The Moon."

Reade also noted the company had renegotiated its agreement with the Bank of America, leading to an increased credit line.

Showdown At MGM

NEW YORK—The battle for control of MGM between management and dissident director Philip Levin moved toward the climactic special stockholders' meeting (May 24) amid a flurry of moves and the counter-moves. Levin, rebuffed in every attempt to have the meeting cancelled, took his fight to the stockholders via a full page ad in the New York Times. Management took issue with his statements, particularly one in which he took credit for progress made by MGM Records. Levin finally abandoned efforts to win a court ruling, setting the stage for a showdown.

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., MAY 23

R.I. Anti-Obscenity Bill Passes Senate, Assembly

PROVIDENCE, R. I.—Sitting in session until after 2 o'clock in the morning, the Rhode Island House approved the anti-obscenity bill recently passed by the state Senate after a stormy two-hour session earlier in the week.

In a surprising move, the bill reached the floor of the House before a vote for final adjournment of the present session was taken. It had been believed in many quarters that further hearings would be necessary prior to the receipt of the bill by the House from the Senate. However, its proponents mustered up enough strength to secure speedy action and eventual passage.

Sections of the bill, as it would affect the owners and operators of motion picture theatres in this state, would amend Rhode Island's "in rem" statute—under which action is taken against the allegedly "obscene" film rather than against the person or persons responsible for its exhibition. It demands a hearing within 24 hours and a court decision within 48 hours, thus eliminating long drawn-out litigation. (Currently, several cases are still pending in this state, even though action was sought weeks, and even months, ago). The revised bill would also change the list of questions on which evidence may be introduced at the initial hearing.

Another portion of the controversial legislation would allow communities to license not only places where films are to be exhibited, but also the individual film in question.

A license could be denied only on grounds of obscenity, and a suit would have to be brought within 48 hours of receipt of license application. An immediate court decision (within 48 hours) would be mandatory. This provision would eliminate, once and for all, refusal of licenses based on "traffic congestion," "rowdy actions of teen-agers," "obnoxious noise," and other "weak" excuses which have been used in the past by some city and town officials in their efforts to hamper operators of both drive-ins and hard-top situations.

Another section of the "package" bill would set up a board to determine the rights of persons under the age of 18 to be admitted to witness a questionable film. Here, the theatre operators have the privilege of securing a speedy "day in court," and a complete review of the situation, with the court being required to render a decision within 48 hours.

As previously indicated, the theatre manager or operator cannot be arrested or hampered by city or town officials for screening a questionable picture until the court has passed judgement and definitely decreed that said film was obscene. Nor can a theatre manager or operator be apprehended for admitting persons under 18 until after a full hearing



BROADWAY GROSSES

"Lady L" Opens Big

NEW YORK—MGM's "Lady L" opened big at Loew's State while the rest of the Broadway first-runs held their own. The breakdown was as follows:

"ARABESQUE" (U). Radio City Music Hall, with usual stage show, did \$109,800 on Thursday through Sunday, with the third week sure of \$160,000.

"CAST A GIANT SHADOW" (UA). DeMille reported \$23,500 for the eighth week.

"DR. ZHIVAGO" (MGM). Capitol claimed \$34,000 for the 22nd week.

"LADY L" (MGM). Loew's State stated that the opening week would be a fine \$43,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced that the 65th week was \$43,000.

"A MAN COULD GET KILLED" (U). Astor reported \$10,000 for the second week.

"THE TROUBLE WITH ANGELS" (Columbia). Victoria stated the seventh week was \$11,000.

"MY FAIR LADY" (Warners). Criterion did \$22,850 on the 83rd week.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama stated the sixth week was \$26,000.

Laub Named BV V-P

NEW YORK—Joseph J. Laub, secretary and general counsel of Buena Vista Distribution Company, Inc., has been elected vice-president of the Walt Disney distributing subsidiary.

The announcement was made by Irving H. Ludwig, president of Buena Vista, in behalf of the board of directors. Laub will continue his legal executive responsibilities as the company's secretary and general counsel.

before judicial authorities. All actions must be taken against the film, but never against a theatre or its privileges to continue operations (as has been the case in Rhode Island on several occasions in the past).

The new piece of legislation will bring up-to-date existing Rhode Island laws, and attune them to recent U.S. Supreme Court decisions.

Governor John Chafee's immediate signature to the bill is expected momentarily. Should the governor fail to sign, or even veto the bill, sufficient support is available to override such action. As a matter of fact, Gov. Chafee is the one and only Republican to hold major office in Rhode Island. The Democrats occupy all other key posts.

Court Upholds MGM Management

Wometco To Purchase Southern Restaurant Chain

MIAMI, FLA.—Wometco Enterprises, Inc., has signed an agreement to purchase the Blue Circle companies, a chain of walk-in, drive-in diners currently operating in Knoxville, east Tennessee, and north Alabama. The joint announcement was made by Mitchell Wolfson, Wometco president, and C. H. Longmire, Blue Circle president. The purchase price, to be paid in cash, exceeds \$1 million.

The Blue Circle diners have been operating successfully in Knoxville and east Tennessee for 30 years. It has been owned by the founding family of C. H. Longmire of Knoxville, who retired recently due to ill health. He will remain, however, as consultant and senior advisor to the company.

The Blue Circle system includes 30 operations, 19 of which are owned by the company and 11 operated under franchise from Blue Circle. The company just awarded three additional franchises in Clinton, Athens, and Halls Community, Tennessee, and a fourth new unit is in the planning stage.

Wolfson said the Blue Circle diners will form the nucleus of a new leisure time division for Wometco.

"This business corresponds with the activity in which Wometco has been engaged since its inception—namely, serving the leisure time needs of the public with products and services that are expendable and affordable, requiring a devotion to service and a knowledge of promotion and advertising," Wolfson said. "The Blue Circle companies will offer Wometco a new area of activity in which the possibilities for expansion are unlimited. We intend to pursue expansion aggressively."

Other major Wometco leisure time interests include television and radio broadcasting, Coca-Cola and other soft drink bottling, automatic food and refreshment vending and industrial food service, the Miami Seaquarium—all in addition to their initial and basic activity—the chain of theatres started by Wolfson in 1925.

Wolfson said that Wometco would continue the Blue Circle formula of providing the highest quality food service, with emphasis on cleanliness, modest prices, pleasant atmosphere, and outstanding service.

He pointed out that the company's success (Blue Circle) is the result of an "exceptional" management team. "We fully expect all of the present key executives and managerial staff to remain with the company, following a long-time Wometco policy of retaining all employees and promoting from within," Wolfson said.

Para. Net Up Sharply

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the first quarter of 1966 at \$3,292,000 or \$2.03 per share, plus a profit on sale of assets in the amount of \$357,000 or 22 cents per share, based upon 1,618,131 shares outstanding at April 3.

Comparative consolidated net income for the same period in 1965 amounted to \$2,341,000, or \$1.49 per share, based upon 1,569,956 shares then outstanding.

Supreme Court To Hear Ark. Obscenity Law Case

WASHINGTON, D.C.—At its next session beginning next fall, The Supreme Court has set another censorship case for hearing which will test the legality of the Arkansas obscenity law, which is being appealed by seven publishing companies.

The legality of the law, rather than the facts of the specific case, will be tested, and the law will stand or fall. All media including films will share in the legal result.

Servies Succeeds Turnbull As President Of NTS

TARRYTOWN, N.Y.—J. W. Servies was elected president of National Theatre Supply Company, a subsidiary of General Precision Equipment Corporation, it was announced by D. W. Smith, president of GPE.

Servies succeeds W. J. Turnbull, who retired after 33 years with National Theatre Supply, the last eight as president. Turnbull will continue to serve as a consultant to NTS.

National Theatre Supply Co. is the nation's leading distributor of theatre equipment and supplies with offices in 25 cities.

Servies has been with NTS since 1928 and served as executive vice-president for the past year. He had been a vice-president of NTS in charge of the company's central area branch operations for 26 years. He is a graduate of Wabash College, Crawfordsville, Indiana, Class of 1927.

Servies has been active in motion picture industry technical societies and in 1961-62 served as president of the Society of Motion Picture and Television Engineers.

Turnbull's entire business career has been with National Theatre Supply Co. He joined the company in 1933 as a salesman in its St. Louis branch. He advanced to branch manager, sales promotion manager, and in 1952 was elected a vice-president. He became executive vice-president in 1957 and president the following year. Turnbull served for four years with the U. S. Navy during World War II attaining the rank of Lt. Commander.

Academy Elects To Board

HOLLYWOOD—Election of 13 members to the 1966-67 Board of Governors of the Academy of Motion Picture Arts and Sciences was announced.

Three new members, Edmond L. DePatie, Fred Hynes, and Arthur C. Miller, join 10 incumbents. They were elected to two year terms as representatives of the Administrators, Sound, and Cinematographers branches, respectively.

Reelected to serve on the 26-member board for another two years, and their respective branches, are:

Gregory Peck (Actors), Emile Kuri (Art Directors), Frank Capra (Directors), Geoffrey M. Shurlock (Executives), William W. Hornbeck (Film Editors), Elmer Bernstein (Music), Walter M. Mirisch (Producers), Harry Brand (Public Relations), Harry Tytle (Short Subjects), and Daniel Taradash (Writers).

Levin Beaten In Fight To Block May 24 Meeting; Stock Proposal "Package" Still Bone Of Contention

NEW YORK—Judge Edward C. McLean turned down the motion of Philip J. Levin, dissident director of Metro Goldwyn Mayer, Inc., to force MGM management to divide its package proposal into two parts so shareholders could vote on them separately at a special meeting called for May 24.

In ruling in management's favor, the judge also rejected Levin's demand for an adjournment of the meeting. The ruling decided in effect that management's proxy material is in proper form, and thus there is no need to postpone the meeting to revise the material.

Management's package proposal is for a two-for-one split of the stock and a boost in authorized shares to eight million from three million. Approval requires 51 per cent of the shares outstanding.

The boost in authorized stock would cover the split and provide two million reserve shares for possible financing or acquisitions.

Levin, who holds nearly 10 per cent of the shares outstanding, had wanted the court to force management to revise the proposal into two parts, one covering the split and an increase to six million authorized shares to make the split possible, and the other to create an additional two million authorized shares. He favors the two-for-one split and the increase to six million authorized shares but opposes authorization of another two million shares.

Levin has charged that to boost authorized shares to eight million is against holders' interests and is fearful that issuance of the additional two million shares would reduce his percentage ownership below 10 per cent.

Rejection of the package proposal could conceivably encourage Levin to wage a proxy fight for control of the company at next February's annual meeting.

Robert H. O'Brien, MGM president and chief executive officer, described the Judge's action as Levin's fourth defeat "in his attempt to block management's program." He noted that Levin was also outvoted 10-to-two at the April board meeting that approved the package proposal; that he failed to block the proposal at the Securities and Exchange Commission; and that the Federal District Court previously denied his attempt to delay the mailing of management's proxy statement.

A group of industryites formed an "MGM stockholders for management" committee and sent a letter to MGM holders urging support of O'Brien's package proposal. The committee's chairman is Harry Brandt, and others on the committee are Max A. Cohen, Jay Emanuel, Martin Levine, C. Elmer Nolte, Jr., Samuel Rinzler, Burton Robbins, George Scheck, and Jacob Starr.

Undeterred by the action of Judge McLean, Levin again went to Federal Court in his efforts to block the May 24 meeting. He moved in court to examine under oath O'Brien, Jason Rabinowitz, treasurer; and Frank Conant, director, "concerning possible secret agreements with Wall Street houses" about the use in-

(Continued on page 13)

Observations De CANNES

by Jock MacGregor

TO BE SEEN RATHER THAN TO SEE HAS BECOME THE OBJECT OF MOST attending the Cannes Film Festival, which has been celebrating its 20th anniversary. Nowhere else can so many trade personalities from so many countries be met in so short a time with such ease. I renewed acquaintance with Nagamasa Kawakita (Japan), Robert Haggiag (Italy), Harry Shaw (Malaya), Adriana Pina (Argentina), P. G. Linden (Sweden), Jack Bernstein (Canada), Alfred Bauer (Germany), Leo Ward (Ireland), Edmund Gréville (France), and many Americans, headed by David Picker, among others, in a morning stroll. I lost count of the British, who have by far the largest representation. I was able to meet for the first time faces which go with familiar signatures. I am not sure from a prestige viewpoint if film leaders in the international field can afford not to go to Cannes!

The artistic film in competition may have been the original reason for this gathering, but it now takes second place to the commercial. The "Marche du Film," virtually an international trade fair, plays an ever increasing part. Three theatres each preview four features daily, and many other screenings are fixed for groups and individuals. Product, mainly independent, from all over the world is shown for prospective buyers, and it is quite a job thinking up excuses for not attending some during a brief visit.

WHILE THE MAJOR DISTRIBUTORS WERE MAINLY REPRESENTED BY local men, Maurice Silverstein and Mike Havas were watching MGM interests in general, and in particular, the out of competition screening of "Doctor Zhivago"; Russell Hadley and Luigi Luraschi lead the Paramount team supporting "Alfie"; and UA's David Picker was in constant confabs with international producers.

The international independent groups were strongly represented, and several maintained suites as offices. Embassy Pictures had a large contingent, headed by Lenny Lightstone, who hailed me as a member of the family and extended to me the hospitality and facilities of Embassy, looking after Joe Levine's ever increasing film empire. He was supported by Ed Rosenkraut from New York, Joe Goltz from South America, and Ricardo Whitby and Harvey Matofsky from Rome. I would say that the acquiring and selling of territorial rights was decidedly brisk. That the Russians require and take 900 prints off a single negative amazed him.

Norman Katz, Bill Levy, and Robert Kroenberg were keeping the Seven Arts flag flying. American International Pictures were the only Hollywood company with its own stand in the Carlton foyer. This was being mounted for the third time, and David Horne tells me that it has gained considerable attention and has added tremendously to their sales in many territories. He claims that Cannes proves invaluable for their purpose as he can meet buyers from virtually every market in the world. Always prominent was Sam Arkoff, and his cocktail party was among the more delightful interludes during the festival.

I FLEW DOWN WITH MR. AND MRS. MIKE HAVAS AND WAS DELIGHTED to observe that he had taken the latest MPE for reading matter. Producer Jim Ward and his overseas sales chief, Leslie Greenspan, took Puck's latest, "Run With The Wind," for screening privately. We arrived in time for the Scottish night which the British producers staged to celebrate the 20th anniversary. Sir Charles and Lady Evans and Andrew Filson greeted the guests and the Scots Greys pipers traveled specially from Germany to provide a background accompaniment to the consumption of I'd hate to venture how many bottles of whisky. Here indeed was a star celebrity-studded gathering, and with Jim and Vera Carreras and so many British and American barkers much in evidence, it could have been a Variety Club function.

The following night, the Japanese, who did not consider any of their current product suitable festival fare though certain pictures were shown independently, hosted a champagne supper dance. Dancers and musicians were flown from Tokyo with their traditional costumes.

While there were many poster displays and large portraits of Michael Caine as "Alfie" were everywhere, there was little exploitation as such. No one, however, missed those extremely shapely girls in tight fitting slacks with such slogans as "Alfie is sexy" emprinted on their seats. Indeed, they were the best lookers around. It was certainly not a vintage year for starlets, but what they may have lacked in looks they certainly made up for in push. Their antics around the Carlton were better to watch than any cabaret.

CHAOS STILL DOMINATES MUCH OF THE FESTIVAL. MAJOR PROBLEMS are the allocation of tickets and invitations going astray. There are just not enough for all present. Everyone is issued with an accreditation card bearing one's photo, but it is little more than worthless. The British were only given 17 tickets for "Alfie." I was among those who, having seen it, cooperated by giving theirs up to those who had not. Then there were many empty seats. Many are issued apparently to locals who subsidize the festival in a big way and either give them to the cook or do not bother to use them.

Comment on the film was mixed. Some very critical remarks were made about the British way of sex, and the abortion sequence proved too strong for many. With the American majors giving scant support to festivals and Britain's recent successes, national jealousies are suspected. Additionally, there is growing resentment among continental producers who have not studied market trends on the decreasing returns from the U.K. and reluctance of British distributors to accept unrealistic terms. American and British buyers were in turn pretty shaken by the sex content of some films shown. One was termed "positively blue."

Overall, there was criticism of the festival tempered with resignation. Some tried to excuse this on the mistral gale force winds and showers (Jay Emanuel, note that it does not only rain in London), but others openly blamed the organizers for many of the ills and attacked the heavy costs of attending. Though staged out of season, hotel, restaurant, and other charges are ridiculous and were more discussed than the competing films. Cannes could price itself out of existence. I should hate to try to estimate how much the industry spends there mainly to boost tourist trade or how few of the deals discussed ever materialize. The whole setup is likely to be severely censured at the next International Federation of Film Producers Associations meeting.

Yes, it was less important to see the official festival films than to be seen personally.

THIS AD
AND A CALL
TO YOUR
UA
EXCHANGE
WILL GET YOU
THE
RIGHT NUMBER
FOR YOUR
PRIME SUMMER
PLAYING TIME!

Edward Small Presents

Bob Hope
Elke
Sommer
Phyllis
Diller



Help Wipe Out Soap Operas! Down With Bathtub Scenes! Put An End To Violence!



The picture that gets you where you Laugh!

I'd like to
report a murder...
a missing husband...
a playful blonde...
then get my
lawyer!



**"Boy,
Did I
get a
wrong
Number!"**

co-starring **CESARE DANOVA MARJORIE LORD** Screenplay by BURT STYLER & ALBERT E. LEWIN and GEORGE KENNETT
Original Story by GEORGE BECK Music by RICHARD LASALLE and "BY" DUNHAM
Associate Producer GEORGE BECK Directed by GEORGE MARSHALL An EDWARD SMALL Production **COLOR by DeLuxe**



Fox Net Soars As "Sound Of Music" Leads Successful Theatrical List

NEW YORK—Darryl F. Zanuck, president of 20th Century-Fox Film Corporation, reported that net earnings after federal and foreign income taxes in the first three months of 1966 amounted to \$3,048,000, equal to \$1.06 per share on 2,866,199 shares outstanding. This compares with net earnings of \$2,899,000, equal to \$1.01 per share in the first quarter of 1965, when carry-forward tax credits eliminated federal income tax obligations.

Before taxes, net earnings in the first three months of 1966 amounted to \$5,570,000, as compared to \$3,358,000 for 1965, a gain of 65.9 per cent.

Zanuck added: "Because of the nature of our business, I am usually very hesitant about making predictions for the future. However, we are confident that the second quarter will be as good, if not better, than the first quarter which means earnings of at least \$1.06 per share. Earnings before income taxes for the first half of 1966 are estimated at \$11,200,000, contrasted with \$6,715,000 for the first half of 1965, representing an expected increase of 66.8 per cent."

Film rentals in the first quarter from feature pictures, including television and film series produced specifically for television, totaled \$51,967,000, compared with \$28,289,000 in the first quarter of 1965, a gain of 83.7 per cent. This is not only a record for the first quarter but the highest quarter in the company's history.

"Sound" Sweet Tune For Co.

Zanuck reported that "The Sound of Music" continued to make the largest contribution to theatrical film income. In the first 20 weeks of 1966, to May 13, "The Sound of Music" has had a worldwide gross of over \$19,000,000, in addition to the \$30,000,000 it contributed to revenues in 1965, for a total to date of more than \$49,000,000. With the addition of five Academy Awards, including the best film of 1965, "The Sound of Music" is clearly destined to be not only the largest grossing film in the history of the motion picture industry but also a source of recurrent profits to 20th Century-Fox in the years beyond its current release program.

The other roadshow productions, "Those Magnificent Men in Their Flying Machines" and "The Agony and the Ecstasy," which is just now going into general release, along with other outstanding pictures such as "Von Ryan's Express" and "Our Man Flint," have also contributed significantly to income.

Zanuck also reported that the corporation expects to maintain its leadership in supplying films for prime time television. It has already set network commitments for 10 hours of prime time for 12 programs for the fall season as compared to seven-and-one-half hours for eight programs at the same time last year.

Twentieth Century-Fox is continuing to emphasize major film productions which are first released as reserved-seat attractions. "The Blue Max" is the next film of this caliber and will open late in June. It will be followed in September by "The Bible," and following this will be "The Sand Pebbles," produced and directed by Robert Wise, Academy Award winner for his direction of "The Sound of Music."

WB Expansion Includes New Animation Division

BURBANK, CALIF.—In its continual program of expansion, Warner Bros. will establish a new animation division at its studios, it was announced by Jack L. Warner. This will reactivate Warner operations in the production of its own cartoons at its own plant.

William L. Hendricks, long associated with the studio, will head the project which, in addition to cartoons, will produce industrial and commercial films for exhibition in motion picture theatres and tv, Warner explained.

Establishment of the animation division follows the recent formation by Warner Bros. of a new and wholly owned subsidiary to produce and market cosmetics, a subsidiary to own and operate community antenna tv systems, as well as the continued operations of Warner Bros. Records, Inc., and Music Publishers Holding Corp., in addition to its basic motion picture and tv activities.

J.F.K. Pic Bows In N.E.

BOSTON—"John F. Kennedy: Years of Lightning, Day of Drums" had its New England premiere here at the Circle Cinema in Brookline before a benefit audience which included notables from all walks of life.

Among the invited dignitaries were Massachusetts Governor John A. Volpe and his wife, Ex-Governor and Mrs. Endicott Peabody, and Mayor Daniel J. Hayes, Jr., of nearby Cambridge. Full newspaper, radio and television coverage was accorded the gala event.

A champagne reception for the honored guests preceded the premiere, which was sponsored by the Lesley College Schools for Children.

Mrs. Peabody served as chairman of the premiere committee, with Mrs. Count Basie, wife of the famed bandleader, acting as co-chairman.

Disney Loses First Round In Camera Rig Patent Suit

CHICAGO—A patent suit brought by Walt Disney Productions against the Fred A. Niles Communications Centers, Inc., and Behrend's, Inc., both of Chicago, regarding the 360 degree panoramic motion picture rig used by Niles to film a 360 degree motion picture for the New York World's Fair, has been decided in favor of Niles and Behrend's.

A judgment on the case was recently handed down by Bernard M. Decker, U. S. District Judge, in the U. S. District Court, Northern District of Illinois Eastern Division.

The suit filed by the Disney studios claimed that the rig, which was built by Behrend's under contract to Niles, infringed on a patent held by the Disney studios.

This patent was applied for and later issued on the 360 degree camera rig that the Disney studios constructed to film a movie for Disneyland.

In the opinion handed down by Judge Decker, it was stated that "an order of judgment for the defendant has been entered . . . because the patent is invalid."

The opinion also stated: "The evidence shows that the rig described in plaintiff's (Disney) patent would have been obvious to a person skilled in the relevant art. The evidence strongly supports this conclusion based on the prior art, while offering little support for plaintiff on the secondary tests of non-obviousness. The presumption of validity is clearly overcome and therefore the patent must be held invalid."

Both the Disney rig and the Niles-Behrend's rig use multiple cameras in a vertical position shooting upward into mirrors. The cameras and mirrors are arranged in a circular position around the rig.

By use of this technique, rather than having cameras point straight out, the problem of having the image of one camera overlapping another is overcome. In the case of the rig used by Niles, this also involved masking of the projection equipment.

While the technical aspects of constructing such a rig to achieve the desired results are complex, Judge Decker's opinion, in essence, stated that prior art patents within the field would make the camera-mirror concept of construction obvious.

Judge Decker referred to a similar concept developed for still photography.

Walt Disney Productions has appealed the case.



Darryl F. Zanuck, president, 20th Century-Fox, presided over the annual stockholders' meeting held at the Waldorf Astoria Hotel, New York. He is flanked by Richard D. Zanuck, left, vice-president in charge of production, and Seymour Poe, right, executive vice-president, along with other officers of the company.

St. Mary's U Plans Cinema Arts Seminar

SAN ANTONIO—A four day Cinema Arts Seminar will be open to the public at St. Mary's University June 8 through 11, with a group of speakers and panelists dealing with the general topic of "The Film as Art; An Introduction to Its Various Genres."

The sessions will include showings of four feature films. There will also be 10 lectures and four panel discussions on various phases of motion picture making. A special feature film will be shown at 7:15 p.m. Saturday, June 11, without discussion.

The seminar is under the direction of Rev. Louis Riele, S.M., of the English Department at St. Mary's. Guest speakers and panelists include Gerald Ashford, amusements editor of the San Antonio Express and News; Anthony Athens, San Antonio Cinema Society; Mark Bartman, Congregation Agudas Achim; Rev. William Killian, Alamo Messenger; Richard Haines, manager of KEEZ-FM; Gene McKinney, Trinity University; Sister Mary Michael, CDP, Our Lady of the Lake College; Sister Miriam CCVI, Incarnate Word College; Claud Stanush, writer; Mrs. Marguerite Stone, Trinity University; and Mrs. Xula Vizard, San Antonio College.

St. Mary's University staff members who will speak include Dr. Idel Bruckman, Bro. Glennon Mertens, Father Reile, and Rev. Paul Search.

Budco Managers Meet

DOYLESTOWN, PA. — Budco Quality Theatres held their annual managers' luncheon meeting at Conti's Cross Keys Inn here. Fifty employees from all of the circuit's 30 theatres were in attendance. Claude Schlanger, president, covered various points of theatre operation and outlined the company's many benefits, including the new retirement program.

Schlanger also announced that the new Vineland Cinema, Vineland, N. J., would open in mid-July and that work had begun on a new conventional theatre in Doylestown. He also covered areas where new conventional and drive-in theatres were planned for the future.

Pat Beck, film buyer, described the product that would be available for the summer, and Walt Streeper, head of theatre operations, covered various points where better service could be given to theatre patrons. Also speaking were George Kilpatrick and Bob Roberts, district managers.

"Crusoe" In Carrier Bow

NEW YORK—The Navy announced that the first world premiere of a feature motion picture ever held aboard a ship of the line will take place in June when the Walt Disney Production of "Lt. Robin Crusoe, U.S.N.," will be shown aboard an attack aircraft carrier in San Diego.

Starring Dick Van Dyke and Nancy Kwan, "Lt. Robin Crusoe" was filmed in part aboard the carrier U.S.S. Kitty Hawk last July. The comedy about a downed Navy pilot surviving on an exotic Pacific island was produced with the full cooperation of the Navy and the Department of Defense.

The premiere will be sponsored by the Eleventh Region of the Navy League of the United States. All proceeds will go to the Navy-Marine Memorial Foundation in Washington, D.C.

Reade Plans Two New First-Runs As Initial Houses In L.A., Phila.



Seen at a recent meeting planning the benefit premiere of Warner's "Who's Afraid Of Virginia Woolf?" at the Criterion, New York, on June 23 were, seated, left to right, Mrs. Doris Vidor, co-chairman; Russell V. Downing, chairman; and Mrs. Joseph E. Levine, co-chairman; and standing, left to right, Edward M. Carey, president, National Hemophilia Foundation; Philip Burton, president, American Musical and Dramatic Society; and Morey Goldstein, vice-president, Warner Brothers. The Academy and the Foundation will share in the proceeds from the gala opening and after-theatre supper ball.

Honorary Committee Sets "Woolf" Benefit Premiere

NEW YORK—The honorary committee for the gala benefit premiere of "Who's Afraid of Virginia Woolf?" the Warner Bros. picture starring Elizabeth Taylor and Richard Burton, has been announced by Russell V. Downing, chairman of the June 23 charity event, which will aid the Richard Burton Fund of the National Hemophilia Foundation and the American Musical and Dramatic Academy.

The film's opening at the Criterion will be followed by a supper ball in the Grand Ballroom of the Astor Hotel at which Jack L. Warner, president of Warner Bros., will be honored for his contributions to philanthropy and the arts.

Plans for the gala premiere and supper ball were set at a committee meeting at which Downing presided. Morey Goldstein, vice-president of Warner Bros., discussed the film version of Edward Albee's stage hit, which is being brought to the screen by director Mike Nichols and writer-producer Ernest Lehman.

Downing announced that Mrs. Joseph E. Levine, Miss Dina Merrill, Mrs. Mark Millard, and Mrs. Doris Vidor are serving as co-chairmen of the celebrity-studded honorary committee for the premiere.

AJA Honors Mandel

NEW YORK—Hundreds of industryites gathered in the Georgian Ballroom of the Americana Hotel to pay tribute to Harry Mandel at a luncheon sponsored by the motion picture and amusement division of the United Jewish Appeal of Greater New York for his "distinguished leadership" and for acting as industry chairman for 1964 and 1965.

Emanuel Frisch hoped for a goal of \$600,000 to be raised this year by the motion picture and amusement division.

NEW YORK—The acquisition of two first-run motion picture theatres, one in Los Angeles and the other in Philadelphia, by Walter Reade-Sterling, Inc., was announced by Walter Reade, Jr., president. The theatres, the Baronet in Los Angeles and the Mariner Cinema in Philadelphia, located at "Society Hill," are part, Reade said, of the blueprint for progress that has converted Walter Reade-Sterling, Inc., into a major national theatre chain from what was once an east coast, New York-New Jersey organization.

"We started with our expansion into New York some years ago, but our major push began in April, 1964, with the acquisition of the Bridge Theatre in San Francisco," Reade noted. This April, Walter Reade-Sterling, Inc., assumed operating control of the Esquire, Chicago, one of that city's most important first-run houses.

"We now will have modern and important showcases in five of the nation's largest cities—New York, Chicago, Los Angeles, San Francisco, and Philadelphia," Reade said. "We fully intend to continue our expansion into every major city in the country."

The Baronet in Los Angeles is now under construction. When completed in September, 1966, it will be one of the most modern theatres in the world, seating 500 with indoor parking facilities for 600 cars within the office building that houses the theatre.

The Mariner Theatre will be part of the massive redevelopment program now underway in downtown Philadelphia. The city's Redevelopment Authority is in the process of rebuilding the ancient area called "Society Hill," retaining the 200 year-old facades of the colonial architecture while completely modernizing the rest of the buildings.

The Mariner will be located in the abandoned Mariners Church, the second oldest such church in this country. Located at Front and Delancey streets, the new theatre will be a 700 seat, deluxe specialized house with a coffee bar, hi-fi lounge, stereophonic sound, and transistorized projection system.

The Mariner has been obtained on long-term lease from a local Philadelphia group which is cooperating in the rebuilding of the area. Construction will start in several months, and the Mariner is scheduled to open in mid-1967.

The two new theatres will be the first theatre venture in both Philadelphia and Los Angeles for the Reade chain. Reade noted, "In the cases of both these new theatres, we feel a special pleasure in cooperating with the respective communities in their growth and development."

"In Los Angeles, the unique parking arrangements will enable us to avoid adding to an already critical traffic and space problem. In Philadelphia, we are privileged to participate in the re-invigoration of the downtown area . . . a program, in this case, being handled with imagination and taste, and one of which we are proud to be a part."

Fox Dividend Set

NEW YORK—A quarterly cash dividend of 25 cents per share has been declared on the outstanding common stock of 20th-Fox payable June 30 to stockholders of record at the close of business June 10.

IATSE Move Against Dual Unionism Seen Boosting Production In N.Y.

NEW YORK—The I.A.T.S.E. received approximately 350 applications following a promise to afford membership to all experienced film craftsmen in the New York area.

Those qualifying will be issued temporary membership cards by the general office of the Alliance and later will be transferred to the various craft locals in the area, Walter F. Diehl, assistant to I.A. president Richard F. Walsh, explained at a meeting which overflowed the Gertrude Lane Auditorium. He expressed confidence that this process could be completed before the end of September and said Walsh planned to work out any necessary details at the union's July convention in Detroit.

Diehl noted that hesitancy of I.A. film production locals to take in all experienced craftsmen in years past has resulted in several attempts at dual-unionism, the latest being that of the National Association of Broadcast Employees and Technicians. Making clear that an I.A. card would not be issued to anyone who continued membership in NABET's Association of Film Craftsmen, he said that having two unions in the same field is harmful to workers and producers alike.

The meeting was chaired by Steve D'Inzillo, business agent of Moving Picture Machine Operators Local 306 and chairman of COMPEC (the Labor-Management Council on Motion Picture Production East Coast), which the I.A., the producers, and advertising agencies formed last September. He pointed out that COMPEC has adjusted several disputes of a type which previously have interrupted filming. Also, following conferences with Mayor Lindsay, it is working out final details of a simplified licensing procedure for location shooting, he added. He was optimistic about the organization's efforts to obtain more studio space in New York and to convince the ad agencies of the value of keeping production here.

Questions from the floor showed considerable interest in the organizing of non-union producers, and in the treatment former NABET and non-union craftsmen could anticipate as new members of I.A.T.S.E. locals. D'Inzillo held that past experience has proven that fears of possible discrimination are unfounded. He introduced George Jacobson, Cameramen's Local 644, and Sam Robert, Studio Mechanics Local 52, as former members of an earlier dual union who now hold executive positions in their respective I.A. unions.

The committee in charge of the meeting included eight former members of the NABET group: Victor Thomas, who was vice-president; Howard Siler, who had served on the dual union's executive committee; James Markos, Marcel Broekman, Hal Bock, John Galuppo, Joseph Baumann, and Steve Bono. Also on the platform were I.A. vice-president John Horohan; Kenneth Fundus, business agent of Local 52; and John Hall, Jr., business agent of Make-Up Artists and Hair Stylists.

WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock, payable Aug. 5 to stockholders of record on July 8.



Seen at the opening of Interstate Circuit's new Belaire, Hurst, Tex., are, left to right, John Q. Adams, executive vice-president of the circuit; W. E. Mitchell, vice-president and general manager of the circuit's Texas Consolidated Theatres; and Raymond Willie, vice-president and general manager of Interstate. The Belaire is the third of nine new theatres in a construction and acquisition program through the current year.

ABC Sales Up 25% For First Quarter

NEW YORK—Benjamin Sherman, board chairman of ABC Consolidated Corp., reported at the company's annual meeting of stockholders that 1966 first quarter sales of the diversified food service concern rose 24.2 per cent, to \$32,108,261, against \$25,842,033 for the first three months of 1965.

Earnings reached \$678,848, a 31.2 per cent gain over the \$517,548 posted for the same period last year. Per share earnings for the first quarter of 1966 were \$.25 vs. \$.19 for the 1965 period.

Among the new contracts ABC has signed thus far in 1966 are the Dow Chemical Plant, with 13,000 employees, at Midland, Mich.; Jones & Laughlin Steel, in Pittsburgh, for in-plant feeding; and exclusive vending and restaurant rights at the new International Trade Mart in New Orleans and inflight feeding for Northwest Orient Airlines out of Detroit. Serman said.

ABC has also contracted to furnish food and refreshment service for 8 motion picture theatres in the Birmingham, Alabama territory. The five drive-ins and three indoor houses are owned by R. C. Cobb.

Peter Moser, vice-president of the Berlo Division of ABC, said that a complete refurbishing program is being undertaken to modernize the snack bars of the drive-ins and to redecorate the candy stands.

"By introducing the 'ABC Plan' of refreshment merchandising which includes an expanded menu for the drive-ins," Moser said, "we were able to come very close to doubling the per capita sales at these eight theatres in the first month of operation."

To strengthen its logistics in the Alabama area ABC has opened a new warehouse in Birmingham, serving the R. C. Cobb theatres and other ABC installations.

Detroit Exhibs Battling Ban On All-Night Shows

DETROIT—Last week there was a fracas at City Hall which could conceivably lead to the closing of four movie houses. The Common Council held a noisy hearing on a petition signed by 5,000 persons seeking an ordinance which would ban operation of theatres outside the boundaries of a "one mile circle" in downtown Detroit (where there are no all-night houses) between 2:30 and 8:00 a.m.

Affected would be the Colonial, Fine Arts, and Riviera. If the petitioners are successful, exhibitors involved face the choice of shuttering or going on a nudie policy.

If the charges hurled were true, the four should have been dark for the last decade.

Instigating it all were people from the residential area near the Riviera, for whom a Mrs. Don Hill was spokesman, ministers, churches, the John F. Kennedy Youth Movement, PTA, and teachers.

They held all-night movie houses were centers for prostitution and pandering, and that they encouraged delinquency and were a "hangout for derelicts." They stated gangs of youths attended, slipped out to rob, and back again to establish alibis. They also alleged rowdiness and vandalism.

Embattled exhibitors were led by Milton H. London, Michigan Allied president; David Newman, Allied counselor; and D. F. Erskine, projectionists Local 199.

London wrote a four-page letter in advance to all members of the Common Council. He pointed out:

It would force more theatres out of business (in 1950, there were 165 theatres in Detroit; now less than 50), and would cause the creation of slum areas surrounding closed houses. It would deprive the city of substantial taxes and deprive responsible citizens of their livelihood. Also, it would deprive tens of thousands of night workers of "their human and legal rights to peaceful relaxation and entertainment when they get off work in the early morning hours."

Further, he said it would contribute to delinquency and crime. All four houses were playing only top attractions day and date with the finest suburban houses. These four, he added, have been on this policy for a quarter of a century, are well-run, and without the night patrons would have to close.

As was expected, no action was taken at the hearing. The hope is three of the indoors concerned will escape by rezoning, and there is talk of "negotiated peace" with the Riviera.

Meantime, the gendarmes will keep a careful eye on things. A sour note was struck by Council President Ed Carey, who said "if enough wrongs were going on," those concerned should be padlocked and not ordinances out of existence.

MCA Strums New Tune

NEW YORK—Lew R. Wasserman, president of MCA, Inc., announced that MCA Enterprises, Inc., a subsidiary of MCA, Inc., has purchased all the outstanding stock of Danelectro Corporation. Danelectro manufacturers musical instrument amplifiers and electric guitars. Danelectro Corporation will continue to be headed by its founder, Nathan I. Daniel, who will continue to serve as president.

The board of directors of MCA, Inc., declared a dividend of 37½ cents per share on its outstanding convertible preferred stock.

Stormy History Of Sack's Capris Could Make One Believe In Jinxes

BOSTON—Boston movie magnate Ben Sack is much too realistic a man to believe in jinxes. Nevertheless, when the Capri Theatre comes into his mind these days, he must give some consideration and credence to the proposition that a jinx must surely enshroud his operations.

When Sack acquired the old Copley Theatre in 1959, the theatre had already served under the tutelage of some nine theatrical entrepreneurs, included among whom were the Shubert interests. The theatre had been operated as a legitimate theatre, as a repertory theatre, and as a motion picture theatre under one policy or another, and no one could make a go of it.

Sack was assured by his industry colleagues and even by members of his own staff that he would surely suffer the same fate. There were even those prophets of doom and gloom who suggested that his quarter million dollar investment in the theatre would prove to be his Waterloo.

At the outset, the pessimists appeared to be prophetically true in their clairvoyant prognostications. Sack had one failure after another; he tried foreign film, double features, reserved-seat engagements, free coffee and donuts, ladies' days, family nights—everything imaginable to put the theatre over with the public. Nothing worked. Excuses abounded: the theatre was off the beaten path; the theatre had a poor image; the theatre was not readily accessible to public transportation; the theatre was lacking in parking facilities.

The more Sack failed, the more determined he became to succeed. Finally, Sack induced one of the major film companies to play one of its all-time record-grossing pictures at the Capri—a decision it was loth to make in view

of the poor track record of the theatre. Determined to break the vicious cycle, Sack posted a very substantial guarantee and landed "Breakfast at Tiffany's" with Audrey Hepburn. All of a sudden, the old banal excuses for failure vanished. Instead, there were long and endless lines. The Capri had finally been established.

Alas! Along came the Massachusetts Turnpike Authority and the Capri had to make way for the new toll road. Just as several years of hard work and staggering financial losses were to be crowned with success, the victory was snatched from Sack's hands and, in a few short weeks, the theatre and its appurtenances lay strewn in a heap of rubble.

Undaunted, the indomitable Sack took his marquee and what little else he could salvage up the road a piece to the site of the Strand Theatre, which had been allowed to fall into disrepair. As Sack recalls, "I had to seal off the theatre and send in a crew of exterminators to fumigate the place. In the condition the theatre was in, it would have been easier to build a new theatre from the ground up."

After very extensive renovations, the new Capri Theatre opened in July of 1962. But the process started all over again. The public had to be educated as to the new location. Once again, all the excuses for failure were voiced. Once again, every device was attempted in an effort to put the new Capri across to the public. But the failures were repeated, continuous, and staggering.

Finally, a little picture entitled "Zorba the Greek" opened unceremoniously at the theatre, and, before long, the theatre off-the-beaten path which could not be found by the public was the scene of long queues. The new Capri was finally established. Following "Zorba,"

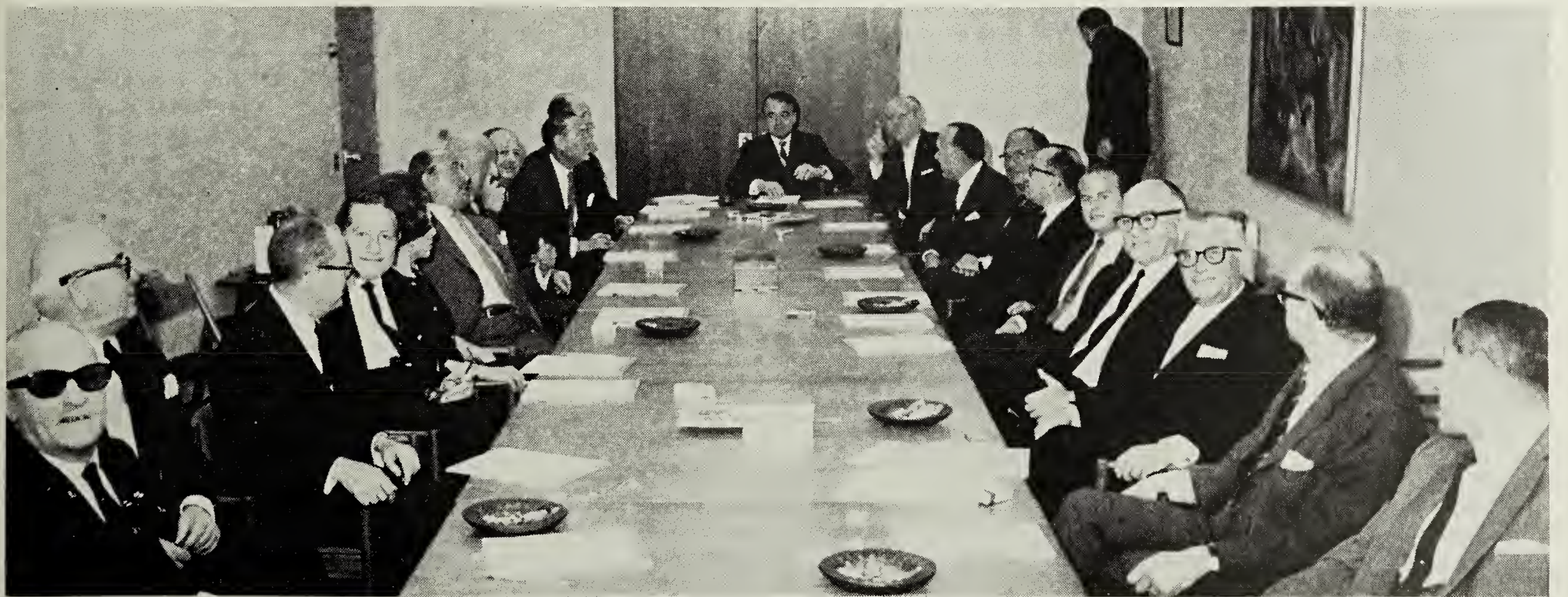
which ran for a record 17 weeks, there was "The Collector," with Academy Award nominee Samantha Eggar. The new Capri was, indeed, an established success on the local movie scene.

And then, the Christian Science Church announced its multi-million dollar program for the redevelopment of the area surrounding the Mother Church. It was not long before the Church negotiated a deal with the Capri land-lord for acquisition of the property, which was located right in the heart of the redevelopment area. So once again, Ben Sack was deprived of the fruit of success after finally turning the corner.

On May 31, the new Capri Theatre will close its doors for the last time, and the following day, June 1, an auction sale of all of the appurtenances of the theatre will serve as a harbinger of the razing of the structure which will ensue shortly thereafter.

But Sack hasn't quit. Anticipating the taking of the Capri and as determined as ever to operate a theatre in the Back Bay, which Sack confidently expects to be the best location in the city in the near future, Sack built the Cheri Theatre in the Auditorium Garage opposite the Sheraton Boston Hotel near the Prudential Centre. Incorporating a new concept in theatre construction with a 1,000 car garage immediately above the theatre, The Cheri, the first drive-up theatre in the world opened in February. Unlike the two Capris, the Cheri was an immediate success, with Sam Spiegel's "The Chase" enjoying a seven-week run, followed by "The Group," the movie hit based on the best-seller by Mary McCarthy, and, soon, "The Sleeping Car Murder," a mystery thriller starring Simone Signoret which has been doing a land-office business in New York.

Asked whether he thought "Capri" was a jinx, Sack replied wryly: "What's in a name?" Queried whether he proposed to find a new location for a third Capri, Sack snapped, with a twinkle in his eye, "Could be, I don't give up easily!"



Jack J. Valenti, newly elected president of the Motion Picture Association of America, Inc., recently held his first meeting with the presidents and top executives of the member companies of the association. Seated left to right are Darryl F. Zanuck, president, 20th Century-Fox; Spyros Skouras, chairman of the board, 20th-Fox; George Weltner, president, Paramount; Louis Nizer, general counsel, MPAA; Mrs. Anna M. Rosenberg, head, Anna M. Rosenberg Associates; Jack Warner, president, Warner Brothers; Barney Balaban, chairman of the board, Paramount; Edwin Weisl, chairman of the executive committee

of Paramount Pictures; Abe Schneider, president, Columbia Pictures; Ralph Hetzel, executive vice-president, MPAA; Valenti; Milton Rackmil, president, Universal; Arthur Krim, president, United Artists; Robert Benjamin, chairman of the board, United Artists; Leo Jaffe, executive vice-president, Columbia; Richard Zanuck, vice-president in charge of production, 20th Fox; Seymour Poe, executive vice-president, 20th Fox; Benjamin Kalmenson, executive vice-president, Warner Brothers; Sidney Schreiber, general attorney, MPAA; Arnold Picker, executive vice-president, United Artists; and standing, Lew Wasserman, MCA, Inc.

Magna Corp. Reports 1965 Loss; "Harlow" Problem Heads For Court

NEW YORK—Magna Pictures Corporation announced it will hold its annual stockholders meeting on May 31 at its New York offices.

In a letter to stockholders contained in the company's annual report, president Marshall Naify noted the company's loss for the year ended Jan. 31, 1966, of \$829,193, which included a write-off of \$139,047 for the scenario "In This Sign," abandoned this year, and a special write-off of \$450,000 against production advances for its "Harlow" picture.

The preceding year showed a profit of \$137,790, including net income to Magna of \$275,819 from the distribution of "South Pacific."

A charge of \$550,000 for the year just past was added to the allowance for possible loss of the six per cent sinking fund note from the Todd-AO Corporation, said to "more accurately reflect the value of the Todd-AO Corporation."

Naify also noted that Todd-AO was compelled because of competitive factors to abandon the "more lucrative royalty method and to license on a flat fee basis."

Naify pointed to the company's budding distribution outlets in principal U.S. cities via its wholly owned subsidiary, Magna Pictures Distribution Corporation, and said this was for the purpose of "enhancing the distribution of the company's pictures."

Naify also took note of the company's anti-trust treble damage action against Paramount and Embassy, asking for, among other things, single damages in the amount of \$2,100,000 to be trebled, alleging a boycott of the company's "Harlow" by the defendants.

The proxy statement noted that Marshall Naify, Robert A. Naify, and Georgette Naify Rosenkrans, as of Dec. 31, owned each beneficially approximately 12 per cent of the issued and outstanding voting shares of United Artists Theatre Circuit. As of Aug. 31, 1965, other members of the Naify family were believed to own an additional 12 per cent of the UATC stock.

As of May 9, 1966, UATC and one of its wholly-owned subsidiaries owned, of record and beneficially, 185,876 shares or 39.4 per cent of the common and 10,820 shares or 86.6 per cent of the preferred stock issued and outstanding of Magna Pictures Corporation. In addition, UATC owned warrants to purchase 89,500 common shares of Magna.

The Todd-AO Corporation showed a net loss of \$86,202 as against a profit in the previous year of \$60,860.

Nominated for the Magna board are N. R. Caine, Joseph Cates, Joseph C. Emerson, A. H. Frisch, S. M. Hassanein, Marshall Naify, Robert A. Naify, Irving Palace, Joseph M. Seider, Thana Skouras, and Alan Steuer, with Arnold Childhouse nominated to represent the preferred shares.

N.Y.U. Honors Kramer

NEW YORK—The Alumni Association of New York University bestowed its highest honor on producer-director Stanley Kramer, naming him one of the year's outstanding alumni.

The award, voted yearly to those who have brought credit to the college and community, was presented at a dinner at the Americana Hotel, attended by James M. Hester, president of the University, and distinguished professors and teachers of the college.

New Trends Will Fight Interference By Distribs

NEW YORK—Edward Anthony Myerberg, president, New Trends Associates, producers and distributors of children's films, has appealed to exhibitors via trade paper ads to contact them immediately if they encounter any interference by distributors in their playing of children's matinee films. Children's films are generally scheduled during weekend and holiday matinees.

At a recent press conference, Myerberg and Leo F. Samuels, vice-president and sales manager, accused the major Hollywood and New York film companies of virtually fostering sex pictures on children by making it impossible to get playing dates for their films, and acting in restraint of trade. Their attorney, Theodore R. Kupferman, also spoke at the press conference.

New NGC Post For Polone

LOS ANGELES—Gerald L. Polone has been named an assistant vice-president of National General Corporation, it was announced by Eugene V. Klein, chairman of the board and president.

Since joining NGC in September, 1964, Polone has been director of the company's real estate development program, with particular responsibilities in selection of theatre sites relative to the organization's nationwide expansion program. He also serves on the loan committee of the Columbia Savings and Loan Association, an NGC subsidiary.

Weeki Wachee Naturalist On Tour For "Born Free"

JACKSONVILLE—John Hamlet, noted naturalist who is a staff member at Florida State Theatres' Weeki Wachee, is scheduled to go on tour during June to publicize many FST openings of "Born Free." Hamlet will travel in a Land Rover and will be accompanied by two lion cubs from the Fairyland Park Children's Zoo in Tampa.

A team of local FST theatre managers and Robert Heekin, Tom Sawyer, and Vernon Carr of the FST home office have adopted "Born Free" as a special project picture and have completed an advance exploitation program to give it maximum public exposure, including cooperation from schools, city and county recreation departments, Boys' Clubs, Humane Society, libraries, zoo officials, Boy and Girl Scouts, and other civic groups.

When Hamlet arrives in Jacksonville on June 23, he will be presented over television and radio outlets and will visit all major shopping centers in the area, children's hospitals, and numerous city and county playgrounds. Thousands of "Born Free" advertising handbills will be distributed by theatre ushers wherever Hamlet makes his public appearances.

The FST theatre managers who assisted in developing and completing the "Born Free" advance promotion campaign for its first-run playdates at the suburban Edgewood were Art Castner, Edgewood manager; Marty Shearn, Center; Walt Meier, Florida; Albert Hildreth, Empress; and Robert Cornwall, Imperial.

Levine To Tors Films

CULVER CITY, CALIF.—Ernest Levine, C.P.A., has joined Ivan Tors Films, Inc., as treasurer of the company, it is announced by president Ivan Tors. Levine succeeds Erwin Tors, recently elected vice-president and general manager and now abroad in behalf of company interests.



On the eve of starting his new production, "A Man For All Seasons," at Shepperton Studios, London, director Fred Zinnemann cut a birthday cake surrounded by key members of his company, left to right, Nigel Davenport, who plays the Duke of Norfolk; author of the play and screenplay Robert Bolt; executive producer William N. Graf; and Paul Scofield, who plays the title role of Sir Thomas More in the Columbia release.

Seven Arts Income Up; Witt Joins Legal Staff

NEW YORK—Seven Arts Productions, Ltd., reported it had income from operations of \$4.1 million on total income of \$22.3 million for the nine months ended March 31, 1966. This compares with net income a year earlier of \$308,429 on gross income of \$13.83 million.

Computed on the 2,534,278 shares outstanding on March 31, 1966, per-share earnings for the first nine months of the current fiscal year were \$1.60. This compares with 14 cents a share from operations in the comparable year-earlier period, computed on the 2,276,324 shares outstanding at the end of March, 1965.

In addition, in the first nine months of fiscal 1964-65, Seven Arts had a non-recurring capital gain of \$1.3 million, or 56 cents a common share. There were no comparable items in the first three quarters of the current fiscal year which ends on June 30, 1966.

Stuart Witt has been appointed to the legal staff of Seven Arts Productions, Ltd., it has been announced by Sidney H. Levin, Seven Arts vice-president and general counsel.

Prior to joining Seven Arts, Witt worked as an attorney in the legal department of the American Broadcasting Company.

New Film Lab Opens

HOLLYWOOD—The opening of a major motion picture and television film processing company, American Color Laboratories, Inc., headed by Harvey Gausman, veteran film technician, was announced by Sherman Grinberg, president.

Gausman is departing his position at Deluxe-General Film Laboratories in Hollywood to become plant director for the new company.

American Color Laboratories will be in full operation early in June of this year, according to Grinberg.

In addition to American Color Laboratories, Grinberg's activities encompass the Sherman Grinberg Film Libraries, Inc., largest collection of film footage in the world, and Sherman Grinberg Productions, Inc., motion picture and television production company.

Capacity Crowd For Polon

NEW YORK—With reservations already exceeding 350, the motion picture industry luncheon honoring Matthew Polon today (May 25) has been moved from the Americana Hotel's Royal Room to the larger Georgian Room, it was announced by co-chairmen Charles Boasberg, D. J. "Bud" Edele, and Morey "Razz" Goldstein.

Based on the strong initial response, a capacity crowd is expected at the event to honor Polon, the newly-elected president and general manager of RKO Theatres. Ernest Sands and Morton Sunshine are serving as executive coordinators for the luncheon.

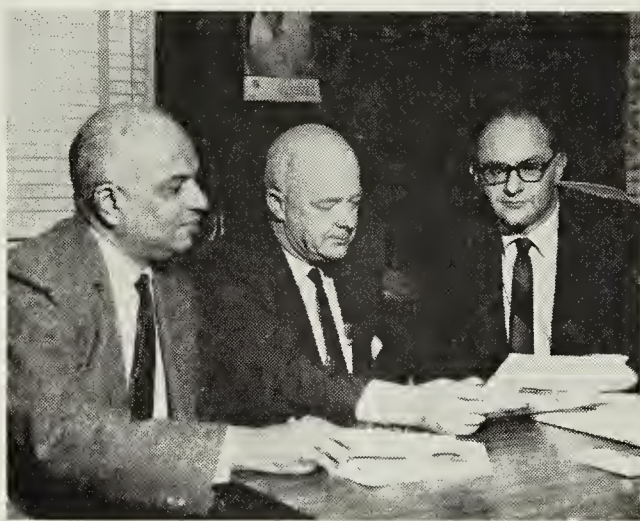
NATO Stresses Merchandising

DETROIT—The National Association of Theatre Owners' "Merchandiser" is on its way to membership.

Topics include capitalizing on summer radio, a list of 50 questions whereby an exhibitor can determine if he is on his toes, and dates in June and July as exploitation points.

There are also enclosed a dissertation on the proper functioning of cashiers and the launching of the second annual C.I.M.Y. (Concession Idea Man of the Year) Award Contest.

Test Case On "Silencers" Coming; Dallas Board Fears "Precedent"



Martin Grasgreen, branch manager, 20th Century-Fox in Philadelphia, was visited recently by Pokka Prabhu, from the company's India branch, left, and G. E. Davis, from New Zealand. They are seen in Grasgreen's exchange office in the Fox Building.

Court Upholds MGM

(Continued from page 5)

tended for the extra two million shares.

O'Brien said of the latest court action, "Levin's charges are false."

In this action, the Court again upheld management.

Murray Gurfein, attorney for Levin, argued on his behalf that the court ought to enjoin the meeting of May 24 in view of a letter sent out by MGM referring to the next dividend that would be paid if the stockholders approved the package proposal.

Attorney Louis Nizer on behalf of MGM argued the propriety of MGM's conduct and that Levin was attempting once more to prevent the stockholders from exercising their right to vote upon the proposal submitted by management.

Judge Wyatt signed an order requiring Levin to show cause on May 19 why an order should not be entered in his action against MGM striking his complaint, and a judgment entered by default against him.

The order to show cause was based on an affidavit of Nizer who stated that Levin failed to appear for an examination before trial last week at the office of Nizer in the action he had begun against MGM to enjoin the special stockholders meeting.

MGM stated that the default was deliberate and that Levin's attorney had stated that in view of the motion he was making for priority, Levin would not show up for the scheduled examination. MGM took the position that there was no stay and that Levin's default requires either that his complaint be stricken and a default judgment entered, or that he be directed immediately to appear for an examination by Nizer.

MGM filed a \$500,000 suit in U.S. District Court against Levin. MGM charged that Levin's actions were in violation of regulations of the Securities and Exchange Commission. MGM's counterclaim also sought to enjoin Levin from further soliciting proxies from MGM stockholders and from voting at the meeting on May 24. The counter suit also sought to restrain Levin from continuing to use the mails in the solicitation of proxies.

DALLAS—Eight movies have been classified as not suitable for persons under 16 years of age by the Dallas Motion Picture Classification Board.

The classifications were, with one exception, requested by the exhibitors.

Classified not suitable were "Vice Girls," "Europe in the Raw," "The Pink Panther," "Shot in the Dark," "Sin on the Beach," "Defiant Daughter," "Pussycat Alley," and "Rasputin, the Mad Monk."

The latter was classified not suitable after the board had originally dropped a request to screen the film. The board later screened it after deciding a synopsis of the film from the exhibitor had misled the panel on its earlier decision.

A. C. Moser, Jr., a board member, during the meeting complained that litigation concerning the film "The Silencers" might set a precedent which will "negate" the work of the committee. The board has classified the picture as unsuitable. Local theatre operators are contesting the city's movie ordinance and have selected "The Silencers" as a test case.

The defendants were granted a continuance in the 14th District Court, pending the outcome of two other cases. The Fifth Circuit Court of Appeals is expected to rule later this month on the constitutionality of the city's ordinance. The court refused to grant the theatre operators an injunction against enforcement of the ordinance earlier this year.

In the other case, the state Supreme Court is expected to rule soon in a test case in which theatre owners are appealing unsuitable classifications placed on "Viva Maria" and "Blood and Black Lace." The court granted the continuance also in view of the exhibitors' promise that "The Silencers" would not be shown in Dallas without the unsuitable classification label.

It was also agreed the city would be notified two weeks in advance should the exhibitors seek to show the film without the unsuitable label.

The movie board granted suitable classification for nearly 40 other films.

Albany To Fete Marchetti

ALBANY—Alfred J. Marchetti, Warner Bros. booker, will be given a testimonial luncheon June 13 at Hellman's Thruway Motel, to mark 40 years of faithful service to Albany branch offices. Exhibitors and exchange personnel will attend.

Co-chairmen H. J. Gaines, WB manager, and Alan V. Iselin, Iselin Drive-Ins and also a film-television producer, hope for a turnout of 100. Fabian, Kallet, Schine, and Stanley Warner circuits, as well as the ranks of independent exhibitors, will be represented. Marchetti's long span includes employment by Paramount, Universal, and Warners. His wife is a retired Universal cashier.

Tex. D-I To Open

NACOGDOCHES, TEX.—Lee Roy Mitchell is making plans for the grand opening of the Westview Drive-In here on June 1. The theatre was constructed on an eight and a half acre tract at a cost of \$125,000 and has a capacity of 450 cars.

"Stagecoach" To DENVER

By Mel Koneciff

DENVER, COLORADO, IS THE LAND OF MOOSE MILK, MOUNTAINS, AND barbecues. Now it's time for about 100 newsmen, radio and television representatives, etc., to pack and head for home in various parts of the U.S. and the rest of the world. Most of 'em are exhausted from three days of touring various parts of the state not only in connection with the gala premiere of Martin Rackin's "Stagecoach" but also in conjunction with a gigantic "Sell Colorado" promotion actively sponsored by such local civil and business groups as the Colorado Chamber of Commerce and the Colorado Cattlemen's Association—to say nothing of Winchester-Western, manufacturer of firearms and ammunition.

They used to say that if you stand at the intersection of Broadway and 42nd St. long enough, you are bound to see someone you know pass by. Not so anymore. The saying should be changed to "come to Denver and meet old buddies and acquaintances." Shortly after we arrived, we were greeted by that great Portland newsman, Arnold Marks, and his charming wife, Isabelle (she's our correspondent up yonder); Bill Donaldson, erudite newsman and exhibitor from Tulsa; and Oscar Nyberg, an exec with National General. Then we were off and running literally from one scheduled event to another, commencing at 7:30 a.m.

TAKE OUR FIRST DAY, FOR INSTANCE, STARTING WITH BREAKFAST AND a briefing at the Chamber of Commerce, courtesy Forward Metro Denver. Onward to the Caribou Country Club Ranch via Boulder with a barbecue courtesy Colorado Cattlemen's Association. Forward to Central City. Back to the state capital, where on the steps of the gold-domed building stars Van Heflin, Michael Connors, Alex Cord, and Slim Pickens helped a Winchester pony express rider present a rifle to Governor John Love. Reception at Brown Palace Hotel courtesy of same. Dinner at Cosmopolitan Hotel courtesy of Mapelli-Lindner-Sigman, Ltd. Visit new urban renewal project known as Larimer Square, Inc., for dessert, coffee, and conversation.

The next day, bright (?) and early off to Flying W Ranch at Colorado Springs for ranch breakfast and western music. Off to Air Force Academy and tour of same. This proved to be an impressive installation that we helped pay for. Off again for the Royal Gorge with lunch courtesy Royal Gorge, Inc., and this stop will be remembered for a thrilling ride down to the bottom of the Gorge on a cable car. Some refused this because it was considered above and beyond the call of duty. Recovering from this, we were off for the Garden of the Gods, a conglomeration of mishapen rocks, and the Broadmoor Hotel in Colorado Springs with dinner courtesy guess who. Arrived back at our hotel bruised but not entirely beaten.

THE NEXT DAY, THE CRACK OF DAWN FOUND US OFF FOR STAPLETON International Airport (no, we were not homeward bound yet). It was breakfast time again, and then came airplane acrobatics for some who went sightseeing over mountain peaks and ski runs while others toured the Denver airport, which can be quite an experience. A smaller group of "ins" received secret word that actor Bob Cummings was showing off his small plane in a corner of the field. We even know that a few hardy souls wound up watching colored soap opera on tv in the United Airlines red carpet lounge.

A visit to the Winchester Skeet Club outside Denver was next on the agenda, where experts demonstrated their prowess while amateurs like us were given a chance to knock down clay pigeons. This netted us an ash tray for hitting five out of a zillion. Fortunate radio and tv people even got to interview producer Marty Rackin and some of the stars as guns boomed in the background. Back to Denver and a chance to prepare for the premiere parade to the Centre Theatre, into which some unique western touches were incorporated. After the climactic event, a champagne dinner was in order at the Brown Palace, and bright (?) and early the next a.m., dispersal was in order.

BITS AND PIECES: ACTOR VAN HEFLIN WAS FRANK ENOUGH TO ADMIT during an interview that the film was bound to suffer rough treatment from critics who would compare this with the original classic. . . . Someone will want to know what moose milk is—well, it's condensed milk, bourbon, and cinnamon (some of our southern friends were just heard to mutter—"what a waste of good bourbon"). . . . One menu had Rocky Mountain fried oysters. No, we're not going to tell you what they were even though they didn't taste bad. . . . Sixteen local youths had a rooting or we should say shooting interest in the film since they appeared in the picture, much of which was shot locally, and they are killed off early in the footage by hostile Indians. . . . By the way, the majority of the Indians seen in the film were Hollywood stunt men, who, one expert noted, were better riders than available Indians. . . . There was "a fastest gun in the west" demonstration for the public. . . . There was a special country western jamboree in a blocked off downtown street. . . . There was a display of the 11 original oil paintings of the film's stars by famed artist Norman Rockwell at a downtown shop. Incidentally, he has a bit part in the film as a cardplayer. . . . "Mrs. Colorado of 1965" was on hand throughout, courtesy of her husband. . . . Fox exploitation director Rodney Bush, home office publicist Jay Remer, and west coast publicist Frank Neill were on hand courtesy of Jonas Rosenfield Jr. . . . Said Richard D. Zanuck, vice-president in charge of production, "We think that this will be a great event both for Colorado and 20th Century-Fox." We hope so. . . . Chief Thundercloud raised a tomahawk and whispered in our shell-like ear that Fox was able to get much of what went on via the promotion route, which is nice work if you can get it. . . . You cats haven't lived until you've tasted boiled ranch coffee—it puts hair on the soles of your feet, which is a comforting sensation.

(The first one who asks us do we want some barbecued beef or a ride on a bus takes his life in his hands.)

Providence Gets Fourth Downtown First-Run House

PROVIDENCE, R.I.—The once popular RKO Albee, noted for the quality of its first-run motion picture presentations, was closed for good last year when the parent RKO organization decided to discontinue operations due to lack of patronage.

B. A. Dario, local automobile dealer and head of Lincoln Downs race track, purchased the property and turned it over to a group of individuals who were interested in returning the living theatre to this city. Thus far, the group has presented ballet, opera, jazz concerts, and varying other forms of live entertainment, without too much success.

It was learned last week that Dario is considering returning the Albee to a full-time motion picture theatre and has already booked films to be shown on a seven-day-a-week basis starting in mid-June. Thus, this city, which was left with only three downtown first-run houses when the Albee closed, after supporting as many as a dozen in past years, will now have four first-run theatres in the downtown area.

Dario said he would rather see the theatre used for a federally-backed repertory theatre and would be willing to renovate the Albee for that purpose if renovations were needed.

He was asked to comment on statements by T. Dawson Brown, chairman of the projects committee of IMPACT, R.I., Inc., that Dario already has lost over \$40,000 in theatre operations and may seek to recoup some of that money by reopening the Albee as a motion picture house.

The theatre owner said he may have lost "a little more" than \$40,000, but that he "will do anything to save the theatre."

United States Representative John E. Fogarty, R.I., has said Providence is virtually assured of receiving one of three federal grants for repertory projects. The Albee has been submitted as a possible site.

Lewis G. Rinebolt, one of Dario's auditors who has been handling booking arrangements for him, said "Batman and Robin" movies will be shown at matinees on the week-ends of June 4 and 5, and June 11 and 12.

Starting June 22, the Albee will go on a complete movie schedule until the middle of September when "May the Best Man Be the Groom," a musical play, probably will be staged in the theatre. This is only tentative, he pointed out.

Rinebolt said all movies booked will be first-run attractions. Thus Providence can look forward to another major downtown first-run motion picture house. It was also pointed out that several other films have been booked after the September stage attraction.

Dario said he is disappointed at the lack of public interest and support for the "living theatre" productions that had been presented in the Albee, but was "leaving the door open" for its use as a repertory theatre.

He pointed out that past stage shows have not been profitable, and that "we will lose \$9,000 or \$10,000 on our most recent stage presentation of 'The Fantasticks'."

Dario, a most civic-minded individual, has expended considerable time, energy and money in his efforts, trying to help devotees of the living theatre revive interest in this type of entertainment, but he reiterated, "It seems the public, in general, is not very interested."

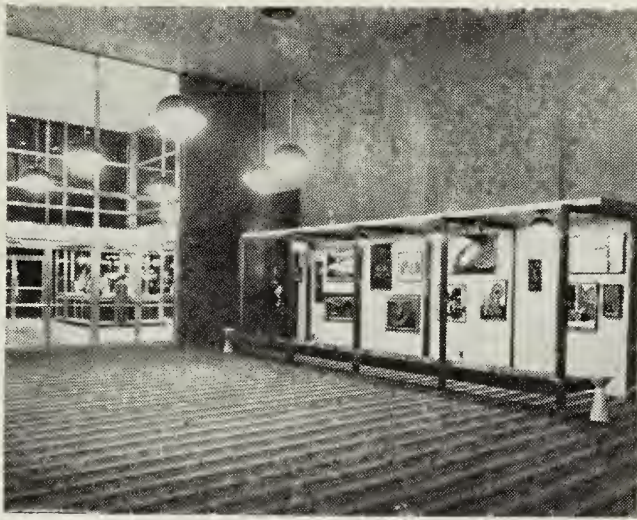
The U.S. Office of Education and the National Council of the Arts would jointly finance a project similar to the one the Rhode Islanders have in mind, but several specific conditions must be met.

ALBANY

The Whitehall Drive-In, Whitehall-Comstock Road, reopened with "improved sound, screen and refreshment stand," according to newspaper copy. . . . Steve Minasian and Bob Barbasian announced that Esquire Theatres' twin drive-ins at Menands, near the Water-vliet city line, will be opened June 21 barring unexpected developments. . . . The bar mitzvah of Richard Miller, son of Sanford Miller, former Albany film salesman, and later associate of his father, Joe Miller, long-time Columbia branch manager for Buffalo and Albany, in the old Menands, N.Y., Drive-In, was celebrated at Temple Beth Emeth in the former city. . . . Peggy Wood, who was the Mother Abbess in "Sound Of Music," was appointed professor of dramatic arts at State University in Albany.

BUFFALO

Carl Schaner, managing director, Century, has launched "Ladies' Day" every Wednesday at his house, offering the fair sex a special price of 50 cents from 12 noon until 6 p.m. On the first "Ladies' Day" of the series, put on in connection with the showing of "That Man in Istanbul," about 400 ladies took advantage of the plan. . . . Eddie Meade, Meade Advertising Agency, aided Lou Lieser, manager, Buffalo branch of Allied Artists, in some tub-thumping for "Lemonade Joe," which opened at the Kensington and the Broadway and Young Street (Tonawanda) drive-ins. Arrangements were made to have two sirens dressed in eye-catching western costumes distribute special brochures on the picture at the State University at Buffalo and the State Teachers College. The same duo were taken to Rochester, where they distributed the heralds at the University there. The picture is being shown in Kodak Town at the Empire, Central, and Starlite out-doorers. . . . Bernard Youngstein, United Artists exploiter, was in Buffalo in advance of two beautiful performers from the cast of "Hawaii," Eno Cole and Ramona Tong Young, both Hawaiian natives, who appeared on radio and tv and were interviewed by newspapers. Youngstein also placed publicity on UA productions "Khartoum" and "What Did You Do in the War, Daddy?" . . . Kathy Crosby has signed for the title role in "Mary Mary," listed for June 20 through 25 at the Garden Center in Vineland, Ont. Theatre officials report that Mrs. Crosby's husband, Bing, will be a playhouse visitor during the show's run. . . . The comedy team of Allen and Rossi will headline the annual Police Benevolent Association show at the Rochester War Memorial, June 25. The comedy team, who broke in their act in Rochester years ago at the now-defunct nightclub, the Triton, soon will appear in their first motion picture, "The Last of the Secret Agents?" . . . The old State theatre building, Rochester, has been purchased by Mario Cerami, president, Cerami Associates. He also has purchased six adjacent houses. Workmen now are busy converting the theatre only into a modern three-story office building. Additional floors and an automatic elevator are being installed in the high-ceilinged theatre building. When the 1000-seat theatre was opened Jan. 29, 1927, it was outfitted with a two-manual, six rank Wurlitzer organ. Several well known Rochester organists gained experience there. Among the best known is Edward C. May, now frequently referred to as "Mr. Music of Miami Beach." According to former assistant manager Willard Millard, the theatre was closed in the early 1950's, "mainly because of vandalism and rowdiness." The theatre was purchased by the Schine circuit and reopened a short time later, operating briefly in 1958. But it closed again the same year and never opened again. . . .



The lobby art gallery in Loew's new theatre at Oxon Hill, Md. All of the new Loew's Theatres under construction will feature displays of the works of local artists, with showings changed frequently.

Peter D. Smith, Brighton, near Rochester, an Eastman Kodak employee since 1956, has been awarded an Alfred P. Sloan Fellowship in executive management at Massachusetts Institute of Technology for 1966-67. Smith is one of 45 executives chosen for program. At Kodak, he most recently has been consumer markets division product planning associate for motion picture cameras, projectors and accessories.

CHICAGO

Ivanhoe, a new \$275,000 600-seat theatre-in-the-round, will open June 1. . . . "Ghost in the Invisible Bikini," plus co-feature, opened at theatres and drive-ins throughout this area on a first-run showing. Color newspaper advertising appeared. . . . 10,000 school children, it is said, have been booked to see special performances of "J.F.K., Years of Lightning, Day of Drums." The film is shown at Cinestage. . . . Marty Allen and Steve Rossi were here to do the press rounds in conjunction with the opening of "The Last of the Secret Agents?" at the Chicago on May 27. They will make stage appearances on opening day. . . . Art Institute of Chicago will add movie-making to its fall curriculum, as a new major for fine art students. Roger Gilmore, acting dean of the Institute's schools, reports, "The new major is being started due to the many requests from students who wish to work in motion picture as an art medium." . . . NAC's new members in this area include Joe L. Beebe, Beebe's Millwood Farm, Cissna Park, Ill., and Robert H. Breither, vice-president, Seeburg Corp. . . . Officers and directors of NAC hold their midyear board meeting here on May 25 at the Sheraton-Blackstone Hotel. . . . "Blindfold" opens at the State-Lake on May 27. Claudia Cardinale, co-star of the film, is expected to press-stop here in time for the film's opening. . . . Phil Brochstein, MGM's press agent here, left for Europe to view location shooting of "2001-A Space Odyssey" in London. From there he will go to Monaco to see filming of "Grand Prix," and then to Rome for MGM's location shooting of "Three Bites of the Apple."

Don Elisburg, son of theatre owner Herb Elisburg, weds Nancy Meyers, Evanston school teacher, in June. . . . Brotman and Sherman theatres are accepting "oldsters" medicare identification cards for reduced admission prices to patrons. The circuit's theatres here include Carnegie, Loop, State, Met, Capitol, Avalon, Oakland Square, Rhodes, and five suburban houses. . . . Second Chicago International Film Festival is set for fall. 16 or 35mm films are eligible for awards totaling more than \$3,000. Entry forms will be available on June 1. Michael Kutza, Jr., is director

of the festival. Four entry categories, due Aug. 15, are feature films, which have never been entered in a film festival or shown to an American audience (16 or 35 mm); short subjects, which run 30 minutes or less; art films; and general film category, 16 mm. films preferred. The 1966 festival will be held in the Playboy theatre, Nov. 5-11. . . . "Khartoum," Cinerama production, will open at McVickers Cinerama on June 22. . . . Closed circuit telecast of Memorial Day 500 mile race will be shown here on May 30 at eight movie houses.

CINCINNATI

Al Kolkmeier, Universal branch manager, and chief barker, Variety Tent Three, has been appointed a Kentucky Colonel by Gov. Edward Breathitt. . . . A. H. Duren, Warners district manager, won a Zenith 21" color tv in a drawing at the Mother's Day party sponsored by Tent Three. . . . Dorothy Schuster, for many years secretary to the late Rube Shor, is ill at Holmes Hospital. . . . Rube Jackter, Columbia vice-president, who is being honored by the current "Salute to Rube Jackter," visited Cincinnati on behalf of the sales drive which ends June 23. . . . Variety Tent Three realized \$2500 for its "Sunshine Coach" fund at a benefit performance of "A Thousand Clowns" May 10 at Times Towne Cinema. Mid-States Theatres, owner of the Times, assumed all of the expenses. . . . The Will Rogers Memorial Hospital Drive in the Tri-State area, opened at a well attended distributors' meeting with Milton Gurian, Allied Artists branch manager, and distributors' chairman, presiding. Also present were three Columbus, O., men—Charles Sugarman, owner, Cinema East, and this year's exhibitors' chairman; Ed McGlone, RKO Palace manager; and Ken Prickett, executive secretary, Independent Theatre Owners of Ohio. The highlight of the meeting was the talk by Prickett, who had just returned from a checkup at the hospital. McGlone, who spent a long period at the hospital several years ago, also extolled the hospital's benefits.

COLUMBUS, O.

"Harper" at RKO Palace leads off a lineup of five top Warner Brothers' releases due at the Palace in late spring and early summer. Manager Ed McGlone announced that following bookings include "Stop The World, I Want To Get Off," "A Big Hand For The Little Lady," "Who's Afraid of Virginia Woolf?" and "A Fine Madness." . . . "The Great Race" ended its extended run at the Palace after six big weeks. . . . Public hearing will be held at 8 p. m. Tuesday, May 31 in Reynoldsburg City Hall on proposal to grant a CATV franchise to Multi-Channel Cable Co. of Portsmouth, Ohio. Multi-Channel presently holds a CATV franchise from the adjacent suburb of Whitehall. . . . Manager Sam Shubouf, Loew's Ohio, obtained a proclamation from Mayor M. E. Sensebrenner, naming week of May 20 as Walt Disney Family Pictures' Week in a tieup with the Ohio's run of "The Ugly Dachshund." . . . Cinerama's "Khartoum" will be the next attraction at the Grand Cinerama. . . . Free Christian Drive-In has opened for the season. . . . Larry Crowley, operator of the new Auto Drive-In, Parma in suburban Cleveland, is the newest member of the Independent Theatre Owners of Ohio, it was announced by Ken Prickett, ITOO executive secretary.

DALLAS

"The Ten Commandments" has opened a returned engagement at the Palace, where the

film had its first run showing Feb. 14 to May 1, 1957. . . . Services were held here for Clair E. Hilgers, 70, retired film distributor. He began his industry career as a salesman for Metro Pictures in 1918 and later was branch manager for 20th Century-Fox in Kansas City and Dallas. Prior to World War II, he was appointed European general manager for RKO Pictures, with headquarters in Paris. He then returned to Dallas as branch manager for 20th Century-Fox. He was one of the founders of Variety Tent 17 in Dallas. Survivors include his wife, three daughters, and seven grandchildren. . . . Some 4,000 Dallas teens responded to Danny Thomas' call to help St. Jude Children's Hospital last week and raised \$23,000 for the Memphis research center. . . . Whit Boyd and Sam Chernoff are opening the Crescent with a policy of live stage entertainment and art movies. . . . Ramon Lence, operator of the Lido, the former Major, has inaugurated a similar policy with "Continental Varieties" on stage. . . . Rowley United Theatres held its 50th anniversary banquet and managers meeting to launch a Golden Jubilee Celebration for Rowley United Theatres which will continue through the summer. A promotional contest is planned with prizes to be offered the managers and other employees. Another managers' conference will be held at the close of the Golden Jubilee celebration with the co-founder of the circuit, Ed Rowley, in attendance. John H. Rowley is president of Rowley United, which now operates more than 120 theatres in Texas, Oklahoma, and Arkansas, with 16 in Dallas. The first theatre acquired by the circuit 50 years ago, the Roof Garden in San Angelo, was an open air theatre, and the latest addition to the circuit, the Rebel Twin D-I at Carrollton, now under construction and scheduled to open this summer, will also be an open airer.

DENVER

Late in May is the target date Mrs. Vera Cockrill, owner of the Denham (downtown hardtop) and Wadsworth Drive-In, is setting for the opening of her new Havana Drive-In, southeast metropolitan Denver. Work was halted last year on account of Daylight Savings going into effect in Colorado—the first time since the last World War—but she has decided now to go ahead with construction anyway. . . . John Dobson, United Artists branch manager here, returned recently from a sales meeting in Los Angeles. . . . 20th Century-Fox's Dick Fulham and his wife, Harriet, received news that they are grandparents of a baby girl born in New York City recently to their daughter and son-in-law. . . . Most of the area drive-ins that do not operate during the winter are open for the summer season. . . . Les Laramie, Universal salesman, whose wife was the winner of a real gold mine at the recent Show-A-Rama convention here, apparently hasn't started working it yet as he has been on the Western Slope digging for film dates for his company. . . . Claude Newell, MGM, was over in that part of the state on a selling trip also last month.

DES MOINES

Tri-States Theatres will open its second shopping center theatre in Iowa next fall with a 700-seat Plaza in the Linndale shopping plaza at Cedar Rapids. Tri-States earlier this year opened the Plaza in the Merle Hay shopping center in Des Moines. The new house in Cedar Rapids will be the first new indoor theatre to be built in Cedar Rapids in 38 years. Tri-State also operates the Paramount, Cedar Rapids. . . . David and Gene Kramer, owners, Plaza, Dyersville, Ia., turned over the entire receipts from "Four Days in November" to



This model, attired as "Juliet Of The Spirits," was used effectively as street bally for the Rizzoli release by Dick Empey and Bob Kinser at the Trans-Texas Fine Arts, Dallas.

the Community Hospital fund drive. . . . The Des Moines WOMPI club has elected Dorothy Pobst, United Artists, as president. Other officers included Karen Bitting, first vice-president; Nancy Draper, recording secretary; Margaret Shields, corresponding secretary; and Pauline Mosier, treasurer. . . . Art Hulsing has purchased, redecorated, and reopened the Lake, Lake View, Iowa.

HOUSTON

Cornel Wilde paid two visits to Houston. One was to arrange for the opening of his new movie, "The Naked Prey," at the Majestic. He came back for the opening showing which benefited the Laubach Literacy, Inc. . . . Actor Harve Presnell, who was recently married to Veeva Brown, had to postpone a honeymoon because of show business commitments. Presnell is scheduled to star in the opening production of the new Houston Music Theatre, "Camelot." . . . Publicist Bobby Bixler of United Artists is in the city and headquartered at the Warwick on a promotional visit in behalf of "Khartoum," starring Charlton Heston and Laurence Olivier. . . . Local theatre goers may make a comparison of the screen and stage version of "The Sound of Music." The screen version is now in its 59th week at the Alabama. The stage version opened at the Houston Theatre Center. . . . The Creegan Puppets, headed by Don Weekly, made a series of appearances at local shopping centers to promote "Sleeping Beauty," a new effort of Childhood Productions. The film was shown at the Garden Oaks, Santa Rosa, and North Main and all three of the Cinema I and II theatres at Gulfgate, Northline, and Meyerland shopping centers. . . . The Alray, Houston's sole foreign and classic film theatre, will celebrate its sixth year of operation with a month long festival of its more popular films. Included will be "Zorba, the Greek," "War and Peace," "Point of Order," "Big Risk," "America, America," "Last Year at Marienbad," and "Phaedra." Ray Boriski, owner of the Alray will follow in June with some first run films including "Banana Peel," "High Infidelity," "Red Lanterns," and "To Die In Madrid."

JACKSONVILLE

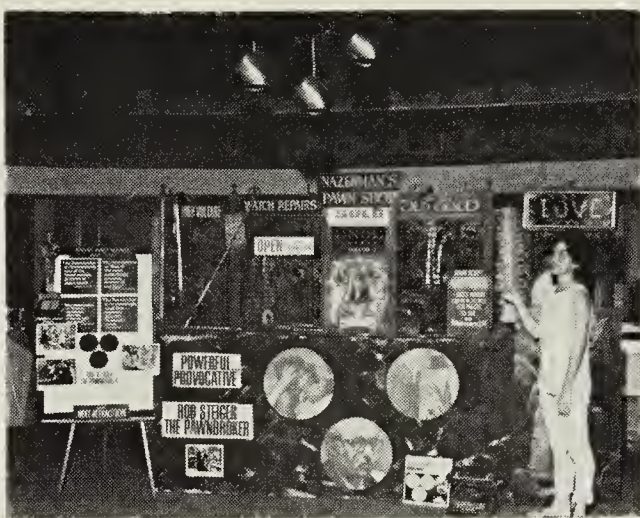
Barbara "Sunny" Greenwood, veteran WOMPI booker at Universal, rose to the occasion and became a society reporter when her son, David Michael Greenwood, married Miss Patricia Ann Smith in a ceremony at the Central Baptist Church of Gainesville, Ga. Sunny covered the wedding, and her long descriptive account of the formal ceremony, together with a picture of her lovely daughter-in-law, was

published in the local Florida Times-Union the following day. . . . Harry Dale, whose Lake, Lake Butler, was destroyed by fire recently, has taken over the buying and booking duties for the Robert Cannon Theatres in Live Oak and Lake City. Leonard Vaughan, who formerly booked for Cannon, has reopened the Branford, Branford, a small-town, independent house formerly operated by Harlow Land. . . . James LaLonde, Jacksonville, is now operating the Bunnell, Bunnell, which was formerly handled by Harry Dale. . . . Bud Schwartz closed his City Drive-In, Fort Myers, which leaves him with two operating units, the Fort Myers Drive-In and the Lee. . . . Howard Pettengill, Sr., free-lance publicist headquartered in Miami, spent a few days here mapping out an advance promotional campaign on the north Florida premiere of "Dr. Zhivago" for Sheldon Mandell, co-owner of the suburban Five Points, who will present the motion picture with a reserved-seat, hard-ticket policy at advanced prices. . . . Richard Lewis, head booker at 20th Century-Fox, ended 13 years in the film distribution office by taking a Civil Service post with the local U. S. Post Office. . . . Mrs. Iva Lowe, WOMPI manager of the San Marco Art, returned to her full-time duties after several weeks of intermittent illness. . . . Sidney Greene has succeeded the late Gordon Hubbard, Sr., as regular projectionist at the downtown Imperial after serving there as a relief operator for the past several years. . . . The local WOMPI's annual Founder's Day gathering May 25 is being sponsored by members Sunny Greenwood and Sandra E. Summerlin, Universal, and Joyce Malmberg and Violet Davis, Allied Artists. They are planning a box supper for the entire WOMPI membership in the clubroom of the Motion Picture Charity Club at the Roosevelt Hotel. A number of door prizes will be given away, and Mrs. John Hamilton, Flower Box florist shop, is scheduled to demonstrate the creation of flower arrangements. . . . Film Row executives from distribution and exhibition offices are being invited as special guests of WOMPI at a buffet luncheon on June 7 in the Flame Room of the new Florida Gas Co. Bldg. The luncheon will serve as the kickoff session for the opening of the 1966 WOMPI membership drive, and a large group of workers who are eligible for WOMPI membership will also be invited to the luncheon. The non-members will be presented with verbal and pictorial descriptions of the philanthropic and social aims and accomplishments of the WOMPI organization on both the local and international levels. The WOMPI role of service to the industry will be particularly stressed, said Mrs. John (Mary) Hart, local WOMPI president. . . . Teams of WOMPI members were assigned by the group's industry service committee to serve as hostesses at several advance screenings of "Born Free" held for school officials and civic groups in the Preview Theatre. . . . William Russell, FST showman in Ft. Lauderdale, is in Broward General Hospital, Ft. Lauderdale, recuperating from major surgery. . . . Terry Soliday is Hal Stanton's new assistant at the Florida Theatre in Hollywood, and Hal's new student assistant is Ken Kruger, who attends Broward Junior College. . . . New manager of FST's Colony, Winter Park, is Stan Stanton. . . . FST's Arcade, Fort Myers, managed by Gene Odom, is being completely remodeled and is scheduled for a grand reopening on June 3 with a run of "Frankie and Johnny."

MIAMI, FLA.

A proposed ordinance would have allowed Dade County to issue just one building permit for each production of a motion picture company to cover all structures and sets used, even

though shooting may have occurred within one or more of the 26 municipalities within Dade County. However, County Attorney Thomas Britton signed an opinion that such an ordinance would conflict with Dade's home rule charter and would be invalid. County Manager Homer Porter had suggested the ordinance with the intent of charging just one fee for each production, countywide. The opinion concluded that "there is considerable doubt that the county has authority to usurp such control without the consent of the particular municipality." Metro officials plan to confer with representatives of the growing industry here to work out another ordinance relating to permits, fees, and inspections. . . . Paul Daniel, who portrayed the Spanish farmer in Stanley Kramer's "Ship of Fools," died here following an illness of several months. He was 57. . . . Filming on the Columbia-Sam Spiegel "Mister Innocent," starring Anthony Quinn, finally finished with shooting of waterfront scenes at the Miami Dupont Plaza Hotel docks and the Julia Tuttle Causeway. Among the final film casting was the part of the Miami chief of police, given to Jack Kruschen, who was an Academy Award nominee for his part in "The Apartment." . . . Lou Fishkin, most recently manager of Brandt's Lincoln, Flamingo, Beach, and Cinema, all in Miami Beach, has left the theatrical business after 40 years. He is now managing Brandt's Regency Hotel in Bal Harbour. . . . The Miami Beach Police Athletic League will benefit from the June 20 premiere showing of "Khartoum" at the Sheridan. . . . Latest episode in the controversy generated over the standards of the Metropolitan Dade County building code as applied to the producers of films in the area, is the tentative decision by the Metro Mediation Board to exclude the budding movie industry from requirements that certain personnel must be hired to handle electrical work on temporary sets. The Board recommended the exemption of the industry provided that each movie studio hire one master electrician to act as a safety engineer. If the Metro ordinance is passed, then studios will not have to hire licensed contractors or certified tradesmen for installation of temporary sets and any electrical work. . . . The world premiere performance of "Johnny Tiger" at the Parkwood Cinema, Orlando, was sponsored for the benefit of the women's committee of the Florida Symphony Society. Orlandoans were justly proud of "local boy" producer R. John Hugh. . . . Medicare identification cards will entitle their holders to immediate membership in Loew's 170th Street and Loew's Riviera Theatres Golden Age Movie Club. . . . Howard DeBold, 163rd St. Theatre, was first prize winner in the contest for ideas to publicize the world premiere June 2 of "Around the World Under the Sea." Howard submitted the longest list of workable ideas and receives a weekend for two in Nassau plus \$200. Richard Fleischman, relief manager, submitted the best single workable idea and for his efforts receives a prize of a trip on the Lucia to Freeport and \$100 from MGM. . . . Managerial shifts include Charles Geick from the Surf, Miami Beach, to the Plaza, West Hollywood; Alfred Caldwell from the Parkway Art to the Surf; Yvonne Thomas from the Capitol to the Parkway; Beatrice Eve from the Ace to the Capitol; Charles Taylor is temporarily assigned to the Ace as manager. . . . The 1966 Wometco Summer Movie Club Prize Contest will offer \$100 to the theatre manager who exceeds his advance season ticket sales quota by the largest percentage. In addition, all theatre managers and relief managers are given an opportunity to win \$100 by selling the greatest percentage of group sales. This is the second prize to be offered in this category, as Jeff Forbes,



This lobby display at Waikiki's Royal Theatre for American International's release of "The Pawnbroker" was conceived by manager George Daley and was used four weeks in advance of playdate. "Pawn tickets" were distributed to patrons and used as a lucky-number drawing for passes to see the film.

Crossroads, St. Petersburg, won the contest before it was announced by achieving a complete group sales sell-out at his theatre. . . . The Mental Health Association of Dade County, Inc., will be sponsor of the World Premiere of "Around the World Under the Sea," opening June 2, Carib, Miami Beach. Stars of the Ivan Tors Miami-made film will be on hand.

NEW HAVEN-HARTFORD

Ernie Grecula, general manager, Connecticut Cinema, Inc., operators of the first-run art outlet, the Art Cinema, has boosted evening admission from \$1.50 to \$1.75, making the Franklin avenue showcase highest-priced first-run, with exception of hard-ticket, in metropolitan Hartford. . . . John Scanlon, III, operator of the Strand, Winsted, tried out a "two-for one" offer the other Monday night, admitting one member of a couple free with presentation of the day's newspaper ad at the box office. . . . The Middletown Drive-In is now screening its main feature first Sundays through Thursdays. . . . John Scully has been named manager of the newly-opened UA-Trumbull in the Trumbull Shopping Mart, Trumbull. . . . The E. M. Loew-Lockwood and Gordon jointly-operated Candlelite-Pix Twin Drive-In, Bridgeport, is now screening its main feature first Sundays through Thursdays. . . . Playing UA reissues "Irma La Douce" and "Tom Jones," the Clinton Drive-In ran a newspaper ad offering free admission to drivers of cars presenting ad clipping at the box office. . . . The New Haven Chamber of Commerce discussed the area's acute labor shortage at a meeting last week, membership detailing means by which public and private sources may possibly alleviate the situation. . . . E. M. Loew's Theatres, Inc., announced plans for an 1100-seat, first-run hard-top on land adjacent to the company's Riverdale Drive-In, West Springfield, Mass. . . . The Memorial Avenue Drive-In, West Springfield, Mass., has installed speaker stations for 300 more automobiles; expansion brings the capacity to more than 1,200. . . . Parkway Theatres, Inc., have obtained a \$94,000 mortgage from the Valley Bank and Trust Company, covering its Springfield drive-in property (the Parkway), according to a mortgage instrument recorded at the Springfield, Mass., Registry of Deeds. The mortgage was executed by Leo B. Spear, president of the corporation. . . . In Springfield, Mass., independent downtown exhibitor Irwin Cohen has extended the "Early Bird" admission plan, in effect for many months at the first-run Bijou Cinema, to his Poli Cinema. . . . In Wallingford, Conn., George H. Wilkinson,

Jr., Motion Picture Theatre Owners of Connecticut president, and operator of the Wilkinson, offered free admission to all mothers accompanied by their families on Mother's Day. . . . The metropolitan Hartford carpenters' strike has pushed back anticipated opening of the UA-Cinema East, in the Manchester Shopping Parkade, 10 miles east of Hartford, from May 25 to June 29. The theatre will be operated jointly by United Artists Theatres-Bernie Menschell Theatres.

NEW ORLEANS

The New Orleans WOMPI celebrated Founder's Day at a dinner meeting held at the Press Club. . . . Mrs. Emily Landry, a member of Motion Picture Advertising Service and chairman of WOMPI Humanitarian Service, headed a group of WOMPIs who accompanied the girls of Dr. Clarence Holman Vocational Center and boys from the Recreational Center of Delago Trade School at a dance given at the Holman Center. . . . Mrs. Irma Riedy has retired after 46 years service with Paramount Film Distributing local

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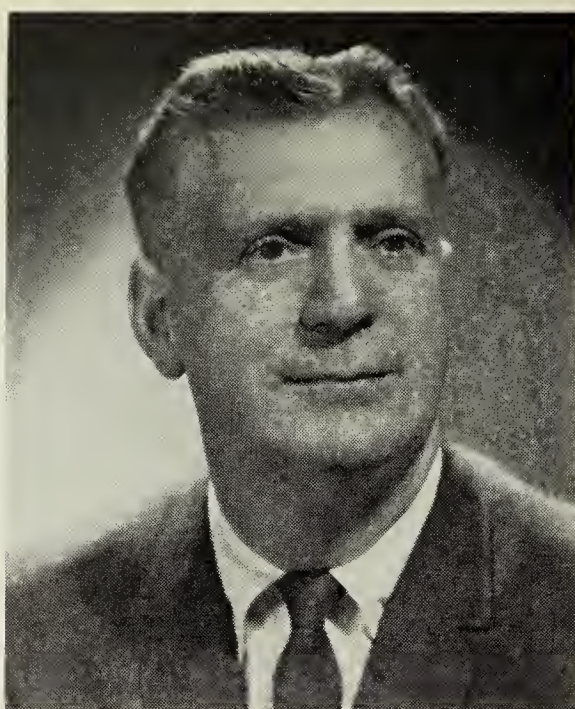
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office. She was entertained at a luncheon at Brennan's Restaurant hosted by her fellow employees. . . . Tommy Arata, son of H. A. Arata, branch manager, MGM, a Captain in the Army, returned from overseas duty. He will stay here awhile before shoving off for Viet Nam, where he volunteered to serve. . . . Ellen Piot, formerly with Paramount Gulf Theatres in the accounting department, has taken a secretarial post with Warner Brothers, replacing Yvonne Brockhoeft, who resigned due to ill health. . . . The St. Bernard Drive-In reopened. The spot has a new screen tower, a new booth, and a new concession stand. . . . Jonathan Daly and Karen Jensen, with Rena Haton, featured in Universal's "Out Of Sight," were in on a promotional tour ahead of the film's opening at the Joy. . . . Patricia Hebert left her duties as teletype operator at MGM to await the arrival of a blessed event. . . . Neil Robinson reopened the Dixie, Crestview, Fla.

PHILADELPHIA

The closed circuit black and white telecast of the Indianapolis "500" speedway classic will be shown at the SW Broadway and SW Logan, May 30. Tickets for unreserved seats at \$6 each went on advance sale at most area SW theatres. . . . Franklin S. Roberts announced plans for Society Hill's first motion picture theatre, the 600-seat Mariner Cinema, which will be built at the site of the old Mariners Church, Front and Delancey sts. Scheduled to be in operation in mid-1967, it will be operated by Walter Reade-Sterling, Inc., as their first house in the territory. . . . Cupid has been busy at the Paramount exchange. Mary Dooley, executive secretary to branch manager Don Hicks, and Dr. Thomas J. Hoffman have set the nuptials for the fall; and secretary Deloris Donlon was married to Bernard Groch last week-end. . . . Condolences are extended to Irving Loomis, branch manager, Embassy Pictures, whose mother passed away at the age of 76. . . . Edwin Orr, manager, SW Towne, Wilmington, Del., has taken over as manager of Loew's Aldine, Wilmington, Del., following resignation of Robert Diem to become manager of the Plaza, Allentown, Pa., Shopping Mall. . . . Virginia McKenna and her husband Bill Travers, stars of Columbia's "Born Free," were in



WINNER KANEFSKY

as part of a national tour in connection with the film. Kicking off local activities was a major national TV break on the Mike Douglas show. . . . William Kanefsky, manager, SW Stanton, won first prize of a \$500 bond in the SW Presidential Sweepstakes for the best campaign and results on "The Royal Ballet." He just returned from a Virgin Islands and Puerto Rico vacation. . . . Jack Goldman, publicity director, Hamid's Steel Pier, Atlantic City, N.J., was busy readying for the Memorial Day week-end, the first big holiday weekend of the 1966 season.

SAN ANTONIO

Gene Cole, city manager, Gulf State Theatres, tied in a promotional campaign with the local appearance of Hank Williams, Jr., with the Grand Ole Opry troupe at an appearance at the Municipal Auditorium under the sponsorship of radio station KBER. Both the radio station and Williams assisted in the promotion of "Your Cheatin Heart," the life story of Hank Williams, Sr. The young Williams, whose voice is heard in the film singing his father's songs, made a radio tape used in advertising the showing. . . . It was a baby son for Mr. and Mrs. Tommy Cuellar. The baby

MGM Takes News Reps To European Locations

LONDON—Metro-Goldwyn-Mayer's 10-day European press tour began here with the arrival of 50 leading television, magazine, newspaper, and syndicate representatives from 30 major cities in the United States. The tour will cover eight major MGM productions currently shooting in England, Rome, and Monte Carlo: "2001: A Space Odyssey" and "Grand Prix," roadshow productions filming in Cinerama; "The Dirty Dozen," "The Biggest Bundle of Them All," "The Blow-Up," "The 25th Hour," "The Vampire Killers," and "Three Bites of the Apple."

MGM is bringing television newsmen and personalities from 22 major domestic markets on the tour. The company has arranged to film interviews for these reporters, who will meet the dozens of actors, directors, and producers involved in MGM's European productions.

Highlight of the tour will be the Grand Prix race in Monte Carlo, which will mark the start of production for the John Frankenstein-Douglas and Lewis roadshow attraction.

MGM representatives on the tour include Mort Segal, special assistant to Dan S. Terrell, executive director of advertising, publicity, and promotion; Gil Cote, director of special services; Andy Sullivan, exploitation manager; Gordon Weaver and Andy Kuehn, MGM's advertising and publicity staff; and Phil Brochstein, advertising and publicity field representative from Chicago.

will be named Tommy Cuellar, Jr. Proud father was also recently named assistant manager of the Woodlawn. . . . Jim Barker has been promoted to assistant manager at the Josephine. He was previously an usher at the Laurel. Barker replaces Tommy Cuellar. All are Cinema Arts Theatres. . . . Three bloody thrillers were booked for the Friday 13th Jinx Preview on the south screen of the Mission Twin D-I. . . . The suburban Broadway has booked the return engagement of Cecil B. DeMille's "The Ten Commandments" for an extended engagement opening May 25. . . . The Childhood Productions classic, "Sleeping Beauty," has been booked for showing in special Saturday and Sunday matinee showings at the Laurel, Olmos, and Cinema I and II. . . . Lovely Eno Cole, actress-dancer who is seen in the forthcoming motion picture adaptation of James A. Michener's "Hawaii," will be in the city to publicize the film which will be seen here this Christmas.

SEATTLE

Carl Handsaker, Universal salesman, is back in town after a swing around the territory. . . . Irene Parry replaces Cinda Nichols as booker's clerk at Universal; Cinda left Universal for a job with the Hertz airport office. . . . "Born Free" (Columbia) was previewed following "Trouble With Angels" at the Coliseum, and according to comments on cards, it was very well received. . . . "Stagecoach" (20th-Fox) was also previewed on a recent Saturday evening at the Coliseum. . . . "Tokyo Olympiad" completed a fourth successful week at the University District's Varsity Theatre. . . . "My Fair Lady" has been playing a special engagement with special rates at the Neptune Theatre in the U-District. Students are being admitted with their A.S.U.W. Card for \$1.25, with general adult admission set at \$1.50.

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Combined the every second week, yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to the trade.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

Vol. 75, No. 16

May 25, 1966

AMERICAN-INT.

Sands Of Beersheba

DRAMA
90M.

American International
(Landau/Unger)
(Filmed in Israel)

ESTIMATE: Good adventure entry with a topical twist.

CAST: Diane Baker, David Opatoshu, Tom Bell, Paul Stassino, Didi Ramati, Theodore Marcuse, Wolfe Barzell. Written, directed, and produced by Alexander Ramati.

STORY: A group of Arab terrorists led by Paul Stassino plans to attack an Arab village and mete out punishment to those who have been cooperative with the Israelis, as well as secure food and ammunition. They also plan on blowing up an Israeli bus. Only David Opatoshu in the village, Stassino's father, opposes the intruders, believing that peace should be tried between Israelis and Arabs rather than force. Stassino is not to be dissuaded from killing and has the local policeman shot. Meanwhile, American Diane Baker arrives in Beersheba and meets Tom Bell, best friend of her fiancé, who was killed in the Palestine War and buried nearby. Bell works for a potash fertilizer plant taking the supplies to border settlements and carrying much needed ammunition. He takes his leave of her to carry the needed bullets and explosives because of an impending Egyptian invasion and discovers that her jeep escort has hit the mine intended for the bus. The driver is badly wounded. They take him to Opatoshu's town seeking medical help, but none will offer assistance except Opatoshu and his daughter. The driver dies. Meanwhile, Stassino has been told about the truck and returns, laying siege to his father's home. Bell is wounded, and the old man holds off his son and a few survivors until Opatoshu's friends finally come to his aid. Stassino is killed, which brings a measure of peace to the area for the moment.

X-RAY: Simply and relatively inexpensively made, this import offers drama and action in generous measure, along with a story that is easily understood and appreciated for its touches of compassion. Performances are quite good, as are direction and production values, and it can play in either regulation or art spots where its topical nature can be appreciated.

AD LINES: "An Exciting Drama Of Israelis vs Arabs"; "A Boy And Girl Thrown Together By An Undeclared War."

DO SAVE... pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.

COLUMBIA

Lost Command

Melodrama
129M.

Columbia
(Panavision)
(Color)
(Filmed abroad)

ESTIMATE: Interesting action entry.

CAST: Anthony Quinn, Alain Delon, George Segal, Michele Morgan, Maurice Ronet, Claudia Cardinale, Gregoire Aslan, Jean Servais, Maurice Sarfati, Jean-Claude Bercq, Syl Lamont, Jacques Marin, Jean Paul Moulinot. Directed and produced by Mark Robson.

STORY: Lt. Col. Anthony Quinn battles with his force of French paratroopers in Indo-China until they are overcome and taken prisoner. With him are Captain Alain Delon, Captain Maurice Ronet, and Arab Lieutenant George Segal. Quinn is not above breaking rules and disobeying orders for the benefit of his men, which doesn't endear him to his superior officers. Upon being freed from the prison camp, Segal returns to his family in Algiers while Quinn's unit is disbanded. In France, Quinn visits Michele Morgan, widow of one of his officers, and they fall in love. She uses her influence to get him another command of a parachute regiment which is to be sent to quell troubles in Algeria. Quinn promises to return as a General and marry Morgan. All his former officers return to him except Segal, who has become a leader of the terrorists. His sister, Claudia Cardinale, also helps. Quinn and his raw force do the best they can to reduce the terror, and there are casualties on both sides. Quinn tries tracking down Segal but fails to catch him in several traps. Delon becomes friendly with Cardinale. He's unaware that she is using him to bring in detonators which are being planted in a number of places around the country to demoralize the opposition. Quinn learns that there are huge stores of ammunition hidden by the rebels, who plan to disperse them to all areas of the country. When Delon is appraised of Cardinale's part in the uprising, he forces her to reveal the hiding place of Segal and the ammunition. Meanwhile, Quinn's unorthodox efforts have raised a stir in Paris, and he is ordered to return home and answer charges. He decides to capture the arms first. An attack on a mountain stronghold wipes out much of the terrorist force and the ammunition, and also results in the death of Segal. Delon can't stomach Quinn's methods, and they quarrel, with Delon leaving as General Quinn and his fellow officers and soldiers are decorated. Morgan waits with the spectators.

X-RAY: A group of French paratroopers and especially their tough, rough commander, Anthony Quinn, are followed by the color

cameras as they battle enemy forces and intrigue in Indo-China and Algeria. Actual battle scenes are quite impressive with the use of a helicopter bringing the technique right up to date. Not only are the problems of present day politics and uprisings brought to the fore, but the more personal ones of the cast members receive treatment that adds to the overall interest. There's enough action, drama, etc., to hold audience interest pretty much on high throughout, and direction and production are good. The screenplay is by Nelson Gidding based on the novel, "The Centurians," by Jean Larteguy, which has become an international bestseller. The number of copies sold throughout the world is estimated at four million.

AD LINES: "French Paratroopers In Action"; "A Fast-Moving Action Adventure Based On History's Headlines."

CONTINENTAL

Dr. Who And The Daleks

MELODRAMA
85M.

Continental
(Technicolor)
(Techniscope)
(English-made)

ESTIMATE: Well made import could trigger popular series.

CAST: Peter Cushing, Roy Castle, Jennie Linden, Roberta Tovey, Barrie Ingham, Geoffrey Toone, Mark Petersen, John Brown, Michael Coles, Yvonne Antrobus. Produced by Milton Subotsky and Max. J. Rosenberg; directed by Gordon Flemyng; script from the BBC-TV serial of the same name by Terry Nation.

STORY: Scientist Peter Cushing, with the aid of his two lovely granddaughters, Jennie Linden and little Roberta Tovey, constructs a time machine dubbed Tardis, which is accidentally activated by visitor Roy Castle. The four are transported in time and space to another planet inhabited by the survivors of a nuclear war. The survivors are divided into two groups; the Daleks, a mutated and deformed species which lives in the confines of mobile metal units which protect them from the planet's residual radiation, and the Thals, an agrarian race of humans whose possession of a radiation cure enables them to survive outside of the Daleks' city. The earthlings are taken captive by the Daleks, who conspire to get the Thals' drug, without which the earth visitors will die. The Thals are tricked into entering the Dalek's city, where they are attacked and their leader is killed. Cushing convinces them that they must put aside their peaceful ways and overcome the Daleks before they are destroyed by another radiation bomb.

With the aid of Cushing's scientific knowledge, the Thals find a way of defeating the Daleks.

X-RAY: Based on a very popular English tv series, this entry offers an imaginatively produced science-fiction thriller that will probably win the acclaim of action fans in this country as well. The cast performs adequately within the confines of plot and script, and the color sets depicting the futuristic city of the Daleks are excellently created. Special effects, including the electronic "speech" of the Daleks, also merit some praise. The "darling" of the film, young Roberta Tovey, and the inept boy friend, played by Roy Castle, add to its general appeal. Film lends itself to off-beat promotional efforts and can be sold.

20TH-FOX

Stagecoach

OUTDOOR DRAMA
114M.

20th-Fox
(CinemaScope)
(Color by DeLuxe)

ESTIMATE: Interesting, oft-times absorbing western.

CAST: Ann-Margret, Red Buttons, Michael Connors, Alex Cord, Bing Crosby, Bob Cummings, Van Heflin, Slim Pickens, Stefanie Powers, Keenan Wynn, Brad Weston, Joseph Hoover, John Gabriel, Oliver McGowan, David H. Miller, Bruce Mars. Produced by Martin Rackin; associate producer, Alvin G. Manuel; directed by Gordon Douglas.

STORY: A small detachment of U.S. Cavalry troopers is attacked while on patrol by an Indian war party, who steal their uniforms and cut the telegraph line. In a small town, dance hall girl Ann-Margret is the cause of a fight between two troopers who die as drunk doctor Bing Crosby and gambler Michael Connors look on. Captain John Gabriel, learning that Ann-Margret is the cause of the deaths, orders her, Crosby, and any other undesirables out of town. The arriving stage has Slim Pickens as driver and Gabriel's pregnant wife, Stefanie Powers, and liquor salesman Red Buttons as passengers. When it leaves, it also contains marshal Van Heflin, riding shotgun and really after escaped convict Alex Cord, for whom there is a reward; Crosby; Ann-Margret; and Robert Cummings, who is absconding with the bank's funds. A last minute addition is Connors, who goes along to offer his protection to Powers, an obvious lady, and who served in her father's regiment in the Civil War. Crosby becomes attached to Buttons and his liquor sample case. Relations between Ann-Margret and Powers are not exactly cordial as time passes. En route, they come across Cord, who lost his horse. He joins the others in the stage, a prisoner of Heflin, who plans to retire with the reward money. Cord broke out of jail and was on his way to seek out Keenan Wynn and his killer sons to avenge the death of his father and the theft of the family ranch. Tension mounts as they proceed cautiously with more and more signs of Indians. At one way station that was under attack, the group is forced to wait while Powers gives birth to a child. Ann-Margret helps, and the women become close. Ann-Margret and Cord also have a mutual attraction, and he treats her like a lady. Romance blossoms between them. She helps him get away, but he returns when he spots Indians watching the way station. Indians attack and are beaten off after a desperate running and standing battle. Connors is killed, and eventually, the battered coach enters Cheyenne. They find that Wynn and his sons have taken over a saloon, and the local sheriff has con-

veniently gone fishing. The local stage agent informs Heflin that a message has come through reporting Cummings' theft of the bank's funds, and he goes to the saloon to arrest him. Cummings has been trying to hire Wynn and his sons to escort him to Denver. Heflin is wounded, and Cummings is killed. Wynn takes the money. Crosby frees Cord, who goes after Wynn and sons. In a showdown battle, he kills all three. He returns to the wounded Heflin who sacrifices his reward money, urging Cord and Ann-Margret to leave for parts unknown together.

X-RAY: Years have passed since the original "Stagecoach" was made and shown in theatres. The passage of time has brought with it an audience new to one of the grand-daddys of the modern western. All this leads this reviewer to believe that this entry should be reviewed and judged as a present-day western. As such, it's attractively made, interestingly established, and properly touched with action, suspense, bits of the comedic, romance, etc. A competent cast carries the stagecoach on its way through the hazards of the old west, ably guided, directed, and produced in authoritative fashion. Stimulating color adds to the overall effectiveness. Of course, the more mature will compare this version to its predecessor. They will find that both are good westerns, but the veteran of yesteryear has grown in stature and reputation with the passage of time and the growth of name and reputation of the original cast members. At any rate, there are effective tie-ups, exploitation stunts, compelling advertisements, a natural and healthy curiosity, etc., all calculated to provide an assist. The screenplay is by Joseph Landon, based on a screenplay by Dudley Nichols, based on a story by Ernest Haycox.

Weekend At Dunkirk

DRAMA
101M.

20th-Fox
(Filmed abroad)
(Franscope)
(Color by DeLuxe)
(Dubbed in English)

ESTIMATE: Okay import.

CAST: Jean-Paul Belmondo, Catherine Spaak, Georges Geret, Jean-Pierre Marielle, Pierre Mondy, Marie Dubois, Francois Perier, Kenneth Haigh, Ronald Howard, Nigel Stock, Albert Remy, Francois Guerin. Produced by Robert and Raymond Hakim; directed by Henri Verneuil.

STORY: In 1940, as British and French troops in France are being pushed into the channel at Dunkirk, the British have sent over all manner of craft to help get their troops back home. The French are refused evacuation until all the British are taken. Sergeant Jean-Paul Belmondo and some of his friends are waiting on the beach and attempting to survive the bombings by German planes as well as the shelling from big guns. Belmondo tries to get evacuated and finally succeeds only to have the ship bombed. He is forced to swim back to the beach. He makes the acquaintance of young Catherine Spaak, who lives with her sister in one of the houses on the beach. Since it has survived the various explosives, she refuses to abandon her home even though her sister leaves. She is friendly to Belmondo, who returns for dinner in time to save her from being attacked by two French soldiers, whom he is forced to kill. In the aftermath, he and the girl have relations, and he offers to meet her later on the beach and take her away, even marrying her if she wants. She agrees. He returns to his friends to find that two have been killed. Just before he is to meet her, another attack kills Belmondo.

X-RAY: The evacuation of Allied troops is seen at Dunkirk, as well as the conditions leading up to it. The story is told through the adventures, desires, and actions of a French soldier, who tries to survive the shelling and the bombing. The director attempts to express the futility of war, but in doing so, compactness in entertainment seems to have been sacrificed. A tighter reign on the exposed footage and a bit more cohesion of action and movement might have improved the release somewhat. As it is now, it can be offered as part of the program with the action angle its most saleable factor. Acting and direction are average, while the production values are most impressive. A fine job has been done recreating the conditions of the historic event. A bow is also in order as regards the film's special effects. The screenplay is by Francois Boyer, based on the novel by Robert Merle. Color is an added asset.

UNITED ARTISTS

Duel At Diablo

WESTERN
103M.

United Artists
(Color by DeLuxe)

ESTIMATE: Effective action entry of cavalry vs Apaches.

CAST: James Garner, Sidney Poitier, Bibi Andersson, Dennis Weaver, Bill Travers, William Redfield, John Hoyt, John Crawford, John Hubbard, Kevin Coughlin, Jay Ripley, Jeff Cooper, Ralph Bahnsen. Produced by Ralph Nelson and Fred Engel; directed by Ralph Nelson.

STORY: James Garner, on his way to Fort Creel, spots a lone rider being trailed by two Apaches. He rescues the rider to find that it's a woman, Bibi Andersson, wife of a Fort Creel freighter, Dennis Weaver. She had been a captive of the Apaches for over a year, and she asks to be returned to Apache chief John Hoyt. Garner refuses and takes her back to Weaver, who is not very happy to see her. Neither are the townfolk. Garner rests in the saloon waiting for a friend, Lt. Bill Travers. Nearby is Sidney Poitier, who was a cavalry sergeant and now makes a living catching and breaking horses for the service. Travers arrives bringing some hair belonging to an Indian squaw, which Garner recognizes as belonging to his Indian wife. Travers knocks Garner out to prevent trouble and later tells him he got the scalp from a bounty hunting marshal in another fort, John Crawford. Travers asks Garner to scout for his force of green recruits bringing ammunition to the fort where Crawford is. He accepts. Andersson runs away again but is caught by three men in a stable where she tries for a horse. Garner goes to her rescue. When the odds become heavy, Poitier eliminates one, and Garner takes care of the others. The next day, Garner learns that Andersson got away during the night from an uncaring Weaver. Poitier is persuaded to go along as well to finish his job of breaking the horses before he can get paid. Besides, Travers can use his experience. Weaver also gets permission to go along with a wagonload of goods. Garner moves out ahead, locates Andersson, and rescues her along with her son, fathered by the son of the chief during her time with the Indians. The Indians attack the troops, and in addition to some casualties, the water supply is lost. Garner leads them to a water hole and then goes for help. He reaches the fort, sends the troops, and then sees Crawford, forcing him to reveal that it was Weaver who killed his wife. Back at the water hole, con-

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ALPHABETICAL GUIDE

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U

Ugly Dachshund, The—93m.—BV.5362
Underworld Informers—105m.—Cont.5335

V

Village of The Giants—80m.—Emb.5335

Violent And The Damned, The—62m.—For.5328
Visit To A Small Planet—85m.—Re.—Par.5399
Viva Maria—114m.—UA5358

W

Walk In The Shadow—93m.—Cont.5373
War Lord, The—123m.—U5331
Weekend At Dunkirk—101m.—Fox5406
Weird, Wicked World—82m.—For.5387
When The Boys Meet The Girls—110m.—MGM 5351
Where The Spies Are—110m.—MGM5351

Y

Year Of The Horse, The—58m.—Misc.5387
You Must Be Joking—100m.—Col.5342

Duel At Diablo

(Continued from page 5406)

tinuous attacks have depleted much of the cavalry force, including Travers. Weaver has been captured by the Indians while trying to escape and is tortured. Poitier is wounded, and there are few left as the rescuing force arrives followed by Garner, who hands Weaver a gun with which the tortured and dying man can kill himself. Hoyt and his small band of survivors is taken in tow by the soldiers.

X-RAY: Action and suspense are this entry's prime assets, along with competent performances, good direction, and capable production. Audiences of this type of offering should get their fill of thrills. There is another angle that makes this a bit of a different western, and that is the assignment of a Negro to one of the major hero roles. It adds a bit of flavor to the yarn that could be a help at the boxoffice although the character's race is completely incidental to the story. The story holds interest pretty much on high throughout. The screenplay is by Marvin Albert and Michel Grilikhes.

The Russians Are Coming The Russians Are Coming

COMEDY

United Artists 126M.

(Panavision)

(Color by DeLuxe)

ESTIMATE: A very funny film.

CAST: Carl Reiner, Eva Marie Saint, Alan Arkin, Brian Keith, Jonathan Winters, Theodore Bikel, Paul Ford, Tessie O'Shea, John Phillip Law, Andrea Dromm, Ben Blue. Produced and directed by Norman Jewison.

STORY: As Theodore Bikel, captain of a Russian submarine, peers through his periscope at nearby land, Lt. Alan Arkin rushes to him and informs him that they shouldn't be there. It's too late, and the sub is firmly stuck on a New England sand bar. Bikel orders Arkin and eight others to go ashore and get help. New York playwright Carl Reiner is preparing to have breakfast in the house his family rented on the shore for the summer and which they are getting ready to leave now that the season is over. With him are wife Eva Marie Saint and their two children. His son discovers the invaders, but Reiner refuses to take him seriously. He is surprised when Arkin and young seaman John Phillip Law, the only Russians who speak English, are at the door. Arkin seeks a boat to help pull the sub off the sand bar, but when there is none in the immediate vicinity, he makes Reiner and family prisoners, placing Law in charge with a machine gun. They take the car and head for the town harbor looking for a boat. Andrea Dromm, who has been helping Saint, arrives, and Reiner catches Law off guard, get the gun, and heads for town on a bicycle. Law takes to the sand dunes. Arkin and group abandon the car for lack of gas and try to take a car belonging to an elderly postmistress. She raises the alarm before her phone wires are cut. Phone operator Tessie O'Shea calls police chief Brian Keith, who can't believe the story

about the invasion but reluctantly agrees to investigate with his deputies, including Jonathan Winters. By this time, the main village is in an uproar. All men who have guns are toting same, and rumor has it that Russian paratroopers have landed at the local airport. Local butcher Paul Ford offers to lead the civil resistance but is put down by Keith. They go to the airport and find nothing. Winters asks town drunk Ben Blue to ride his horse to the remote areas of the island and warn them about the invasion. Reiner finally arrives and tries to explain what the invaders want, but it just results in more confusion. Reiner is captured by Arkin, and they bind him and O'Shea together after cutting her phone lines. They disguise themselves in clothes from the local cleaning shop and go after a power launch. Arkin returns to pick up Law. Reiner is eventually freed and heads for home, where Law and Dromm are getting better acquainted and even necking. Reiner arrives in time to make Arkin and Law his prisoners, and he takes them back to town to explain. Bikel, meanwhile, has gotten the sub free and misses the launch so he heads up the harbor to town. Bikel demands to know where his men are, and he threatens to blow up the town if they are not produced. Keith faces him and tries to bluff him down. Arkin acts as interpreter and tries to smooth things over, but they are at an impasse until a youngster becomes trapped after falling from a church tower. Forgotten is everything but rescuing the youngster, and Russians and Americans pitch in to help. Law rescues the boy. Ford reports that he has succeeded in radioing for help, and planes are on their way. There isn't enough time for the sub to get away so the townsfolk get into their boats and escort the sub out of the harbor as the planes appear.

X-RAY: It's not easy to arouse placid New-Englanders to the point of hysteria, but a report of Russians landing on one of their islands does it. What follows is good wholesome fun that should be appreciated by young and old alike. The simple tale moves at an engaging pace, unloading its fun and comic situations in proper proportion throughout. The end result was thoroughly enjoyed by a preview audience, which appreciated the light touch of the highly professional cast, the smart direction, and the good production values. Some may say that the length was a bit excessive, but they will be in a minority. The use of color is an added plus. The screenplay is by William Rose based on the novel, "The Off-Islanders," by Nathaniel Benchley.

TIPS ON BIDDING: Higher bracket.

UNIVERSAL

Blindfold

COMEDY MELODRAMA
102M.

Universal
(Technicolor)
(Panavision)

ESTIMATE: Entertaining entry mixes mystery and laughs.

Who Killed Teddy Bear?—90m.—Misc.5338
WIA (Wounded In Action)—87m.—For.5387
Wild On The Beach—77m.—Fox5323
Wild, Wild Winter—80m.—U.5364
Willy McBean and His Magic Machine—
94m.—Misc.5324
Winter A-Go-Go—88m.—Col.5342

CAST: Rock Hudson, Claudia Cardinale, Jack Warden, Guy Stockwell, Brad Dexter, Anne Seymour, Alejandro Rey, Hari Rhodes, Vito Scotti, Angela Clarke, John Megna, Paul Comi. Executive producer, Robert Arthur; produced by Marvin Schwartz; directed by Philip Dunne.

STORY: New York psychologist Rock Hudson is secretly contacted in Central Park by federal security officer Jack Warden with a request that he treat a mentally disturbed scientist, Alejandro Rey, who is in a top security hideout in southern swamp country. Warden warns that Hudson has to accept the assignment with no questions asked and must make his visits blindfolded by car, plane, etc., in order to keep Rey's whereabouts secret from an international ring that specializes in kidnapping prominent people and selling them to the highest bidders on the other side. Hudson reluctantly accepts, Rey having once been a patient of his. On his visits, he meets medical officer Hari Rhodes. In New York, he is visited by Guy Stockwell, who claims to be from the CIA and who brands Warden an imposter. He can't reveal more because of security. He asks the whereabouts of Rey, but Hudson can't tell him. A confused Hudson tries checking on both Warden and Stockwell, but security precautions bring him up against a blank wall. In the park, he meets Claudia Cardinale, who gets him to take her to his office. She steals the Rey file, and it turns out that she is Rey's sister who fears for his safety. Later, a group headed by Stockwell abduct Hudson and try to get him to talk, but he gets away, aided by Cardinale. To avoid a big thing in the papers, he announces that he has become engaged to Cardinale, a procedure he has gone through with quite a few girls. He's never been trapped at the altar. He tries to warn Warden that another psychologist he has put on the case is a phoney but can't reach him. He and Cardinale make the trip to the south, and he eventually finds his way to the correct location. Stockwell and his men have beat him there. They manage to turn the tables on Stockwell as help arrives, and all ends well. Hudson and Cardinale are seemingly engaged for real this time.

X-RAY: Audiences should like the by-play that goes on in this tale aimed at both the funnybone and the suspenseful, melodramatic tastes of viewers. It proves to be highly palatable entertainment. There is plenty happening throughout much of the running time, backed by efficient performances and suitable direction and production. The Hudson and Cardinale "names" should be helpful assets, as is the use of color. It's the kind of entry that will be taken in fun with the melodramatic trimmings to help. A bit of tightening wouldn't have hurt, but its present length is not really excessive. The screenplay is by Philip Dunne and W. H. Menger, based on the novel "Blindfold" by Lucille Fletcher.

AD LINES: "A Comedy-Mystery Thriller Loaded With Action And Fun"; "Rock Hudson And Claudia Cardinale Become Involved In An International Plot That Makes For Exciting Adventure."

ALPHABETICAL GUIDE TO 265 FEATURE REVIEWS

This index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18, 1965.—Ed.

A

Agent for H.A.R.M.—84m.—U5364
 Agony And The Ecstasy, The—140m.—Fox5326
 Alice In Wonderful In Paris—52m.—Misc.5371
 All Men Are Apes—85m.—Misc.5354
 All The Way (The Joker Is Wild)—
 126m.—Par.—Re.5394
 Alphabet Murders, The—90m.—MGM5381
 Alphaville—100m.—For.5347
 And Now Miguel—95m.—U5400
 Apache Gold—91m.—Col.5321
 Apache Uprising—90m.—Para.5363
 Arabesque—105m.—U5401
 Around The World Under The Sea—
 110m.—MGM5390

B

Ballad If Love, A—45m.—For.5378
 Bambi—71m.—BV—Re.5393
 Band Of Outsiders—94m.—For.5386
 Battle Of The Bulge—162m.—WB5359
 Beach Ball—83m.—Par.5330
 Bedford Incident, The—102m.—Col.5334
 Bellboy, The—72m.—Re.—Par.5399
 Big Hand For The Little Lady, A—95m.—WB5401
 Big T.N.T. Show, The—93m.—AIP5361
 Billie—87m.—UA5323
 Blindfold—102m.—U5407
 Blood and Black Lace—88m.—AA5333
 Blood Bath—69m.—AIP5381
 Boeing, Boeing—102m.—Para.5346
 Born Free—94m.—Col.5385
 Boy Cried Murder, The—86m.—U5383
 Breakfast At Tiffany's—115m.—Par.—Re.5322
 Bremen Town Musicians, The—66m.—For.5347
 Brides Of Dracula, The—80m.—Re.—U5401
 Brigand of Kandahar, The—81m.—Col.5362
 Bunny Lake Is Missing—107m.—Col.5334

C

Caressed—81m.—Fox5327
 Carry On Cleo—92m.—Fox5347
 Cast A Giant Shadow—140½m.—UA5391
 Cavern, The—83m.—Fox5346
 Chase, The—130m.—Col.5369
 Cincinnati Kid, The—101m.—MGM5335
 Cinemascope's Russian Adventure—162m.—Misc.5391
 City of Fear—88m.—AA5333
 Cloportes—102m.—For.5402
 Coast of Skeletons—90m.—For.5347
 Come Blow Your Horn—115m.—Para.—Re.5394
 Contest Girl—90m.—Cont.5398
 Crazy Paradise—95m.—For.5324
 Curse of The Fly, The—86m.—Fox5322
 Curse of The Voodoo—77m.—AA5345

D

Dear John—115m.—For.5383
 Desert Raven, The—80m.—AA5373
 Devils of Darkness—88m.—Fox5322
 Die, Monster, Die—80m.—A-15349
 Dirty Game, The—87m.—AIP5393
 Do Not Disturb—102m.—Fox5358
 Don't Worry, We'll Think Of A Title—83m.—UA5400
 Dr. Goldfoot And The Bikini Machine—
 90m.—A-15349
 Dr. Who And The Daleks—85m.—Cont.5405
 Doctor Zhivago—197m.—MGM5357
 Dracula—Prince of Darkness—90m.—Fox5369
 Duel At Diablo—103m.—UA5406

E

Ecco—100m.—A-15345
 El Cid—181m.—AA—Re.5381
 Enough Rope—104m.—For.5403
 Escape By Night—75m.—AA5341
 Evening With The Royal Ballet, An—93m.—For.5354

F

Face of Fu Manchu, The—96m.—For.5331
 Faster Pussycat, Kill, Kill—83m.—Misc.5402
 Father Of A Soldier—83m.—For.5378
 Fantomas—104m.—For.5395
 Fiendish Ghouls, The—74m.—For.5338
 Fine Madness, A—104m.—WB5402
 Finger On The Trigger—87m.—AA5333
 Flame And The Fire—80m.—Cont.5363
 Flight Of The Phoenix, The—148m.—Fox5358
 Frankenstein Meets The Space Monster—
 78m.—AA5345
 Frankie And Johnny—87m.—UA5386
 Friend Of The Family—95m.—For.5352

G

Ghidrah, The Three-Headed Monster—
 85m.—Cont.5334
 Ghost And Mr. Chicken, The—90m.—U.5364
 Ghost In The Invisible Bikini—82m.—AIP5389
 Girl Getters, The—93m.—AIP5398
 Git!—92m.—Emb.5350
 Glass Bottom Boat, The—110m.—MGM5394

Gospel According To St. Matthew, The—

136m.—Cont.5373
 Great Sioux Massacre, The—91m.—Col.5329
 Great Spy Chase, The—87m.—AIP5398
 Greed In The Sun—112m.—MGM5325
 Group, The—150m.—UA5378
 Gulliver's Travels Beyond The Moon—85m.—
 Cont.5398
 Gunmen of The Rio Grande—96m.—AA5321
 Gunpoint—86m.—U5386
 Guns Of Navarone, The—157m.—Col.—Re.5393

H

Hamlet—148m.—UA5382
 Hansel And Gretel—52m.—For.5355
 Harper—121m.—WB.5374
 Harum Scarum—85m.—MGM5343
 Hercules Against The Moon Men—90m.—For.5338
 Heroes Of Telemark, The—131m.—Col.5349
 Hill, The—122m.—MGM5329
 Hold On—85m.—MGM5382
 Horrors Of Spider Island—75m.—Misc.5337
 Hours of Love, The—89m.—For.5338
 How Not To Rob A Department Store—
 95m.—For.5365
 Human Duplicators, The—82m.—AA5345

I

Inside Daisy Clover—128m.—WB5359
 Italiano Brava Gente—156m.—Emb.5342

J

John F. Kennedy: Years Of Lightning,
 Day Of Drums—87m.—Emb.5385
 Johnny Nobody—88m.—For.5355
 Johnny Reno—83m.—Para.5377
 Johnny Tiger—102m.—U5395
 Judex—96m.—Cont.5389
 Judith—109m.—Para.5363
 Juliet of The Spirits—148m.—For.5347

K

Kid Rodelo—91m.—Para.5364
 King and Country—90m.—AA—Landau5329
 King Kong Vs Godzilla—90m.—Re.—U5401
 King Rat—133m.—Col.5341
 Knockout—42m.—Misc.5346
 Kwaider—125m.—Cont.5350

L

La Boheme—108m.—WB5337
 La Dolce Vita—175m.—AIP—Re.5381
 Lady L—107m.—MGM5399
 La Fuga—92m.—For.5379
 Last Of The Secret Agents, The—90m.—Par.5399
 Las Vegas Hillbillies—90m.—Misc.5402
 Leather Boys, The—105m.—AA5361
 Lemonade Joe—90m.—AA5397
 Life At The Top—117m.—For.5355
 Life Upside Down—93m.—For.5339
 Little Nuns, The—101m.—Emb.5325
 Little Ones, The—66m.—Col.5325
 Living It Up—85m.—Par.—Re.5322
 Lollipop—89m.—For.5383
 Lord Love A Duck—104m.—UA5370
 Lost Command—129m.—Col.5405
 Love In Four Dimensions—108m.—For.5339
 Loved One, The—116m.—MGM5336

M

Mad Executioners, The—92m.—Para.5343
 Madame X—100m.—U5378
 Made In Paris—101m.—MGM5369
 Magic World Of Topo Gigio, The—75m.—Col.5362
 Male Companion—92m.—For.5365
 Man Could Get Killed, A—99m.—U5383
 Marriage On The Rocks—109m.—WB5327
 Married Woman, The—94m.—For.5328
 Maya—91m.—MGM5390
 McGuire, Go Home—101m.—Cont.5389
 Merry Wives Of Windsor, The—97m.—For.5386
 Mickey One—93m.—Col.5329
 Modesty Blaise—119m.—Fox5400
 Moment To Moment—108m.—U5370
 Money Trap, The—92m.—MGM5363
 Moonwolf—85m.—AA5397
 Morgan—97m.—For.5403
 Mozambique—98m.—For.5366
 Murder Game, The—75m.—Fox5386
 Murder In Mississippi—84m.—Misc.5371
 Murieta—108m.—WB5323
 Mutiny In Outer Space—85m.—AA5341

N

Naked Prey, The—94m.—Para.5382
 Nanny, The—93m.—Fox5336
 Never Too Late—105m.—WB5344
 Night Of The Grizzly, The—102m.—Para.5390

Nobody Waves Goodbye—80m.—Misc.5223
 North By Northwest—137m.—MGM—Re.5382

O

One-Eyed Jacks—141m.—Para.—Re.5395
 Once A Thief—107m.—MGM5321
 Operation C.I.A.—90m.—AA5349
 Oscar, The—119m.—Emb.5374
 Othello—166m.—WB.5365
 Our Man Flint—107m.—Fox5358
 Out Of Sight—90m.—U5401

P

Pardners—88m.—Par.—Re.5322
 Paris Secret, 84m.—For.5328
 Party's Over, The—94m.—AA5397
 Patch Of Blue, A—105m.—MGM5353
 Pinocchio In Outer Space—71m.—U5337
 Plague Of The Zombies, The—90m.—Fox5370
 Planet Of The Vampires—86m.—A-15353
 Playground, The—95m.—For.5346
 Promise Her Anything—91m.—Para.5374
 Pyscopath, The—83m.—Para.5399
 Pussycat Alley—99m.—For.5366

Q

Queen Of Blood—81m.—AIP5381

R

Racing Fever—90m.—AA5341
 Rage To Live, A—101m.—UA5327
 Railroad Man, The—105m.—Cont.5339
 Rare Breed, The—97m.—U5371
 Rasputin—The Mad Monk—92m.—Fox5395
 Ravagers, The—79m.—For.5366
 Red Line 7000—110m.—Para.5343
 Reptile, The—90m.—Fox5400
 Repulsion—105m.—For.5332
 Return From The Ashes—105m.—UA5337
 Return Of Mr. Moto, The—71m.—Fox5351
 Revenge Of The Gladiators—100m.—Para.5326
 Reward, The—92m.—Fox5326
 Ride Beyond Vengeance—100m.—Col.5393
 Rope of Flesh—91m.—Misc.5331
 Russians Are Coming, The—126m.—UA5407

S

Sabrina—113m.—Par.—Re.5322
 Sandra—100m.—For.5375
 Sands Of Beersheba—90m.—AIP5405
 Sands Of The Kalahari—119m.—Para.5343
 2nd. Best Secret Agent In The Whole Wide
 World, The—96m.—Emb.5350
 Secret Agent Fireball—89m.—AIP5361
 Secret of My Success, The—112m.—MGM5330
 Secret Seven, The—94m.—MGM5394
 Seven Slaves Against The World—96m.—Par.5331
 7 Women—93m.—MGM5353
 Shane—118m.—Para.—Re.5378
 Shepherd Girl, The—105m.—For.5355
 Shop On Main Street, The—128m.—For.5375
 Silencers, The—105m.—Col.5373
 Singing Nun, The—98m.—MGM5382
 Situation Hopeless—But Not Serious—
 97m.—Par.5330
 Skull, The—83m.—Par.5322
 Sleeping Beauty—70m.—For.5339
 Sleeping Beauty, The—90m.—For.5403
 Sleeping Car Murder, The—90m.—For.5371
 Slender Thread, The—98m.—Par.5354
 Snow White—74m.—For.5340
 Son Of A Gunfighter—92m.—MGM5390
 Spaceflight IC-1—65m.—Fox5336
 Spy In Your Eye—85m.—AIP5361
 Spy Who Came In From The Cold, The—112m.—
 Para.5354
 Spy With My Face, The—88m.—MGM5377
 Stagecoach—114m.—Fox5406
 Stop The World—I Want To Get Off—
 98m.—WB5391
 Study In Terror, A—94m.—Col.5394
 Swedish Wedding Night—96m.—For.5355

T

Taffy And The Jungle Hunter—87m.—AA5333
 Ten Commandments, The—219m.—Para.—Re.5382
 Ten Little Indians—92m.—For.5366
 Terror In The City—90m.—AA5393
 10th Victim, The—92m.—Emb.5357
 That Darn Cat—116m.—BV5325
 That Man In Istanbul—117m.—Col.5362
 Thousand Clowns, A—118m.—UA5351
 Thunderball—131m.—UA5359
 Tiko And The Shark—100m.—MGM5390
 Time Of Indifference—84m.—Cont.5335
 To Trap A Spy—92m.—MGM5377
 Treasure Of Silver Lake—82m.—Col.5321
 Trouble With Angels, The—112m.—Col.5385

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May 25, 1966

SECTION THREE
Vol. 75, No. 16

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. —19107.

Circus Comes To Town

Don Ameche, star of the Columbia Pictures color circus film, "Rings Around the World," officiated at the two-day celebration commemorating the beginnings of the American circus in Delevan, Wisc. To memorialize the event, the U. S. Post Office issued a special commemorative circus stamp and Ameche "sold" the first stamp to Assistant Postmaster General Richard J. Murphy and Congressman Stalbaum of Wisconsin in a ceremony that was covered by all the major wire services.

Ameche starred in the first event of the two-day celebration, a circus parade, riding in an open convertible bannered: "Don Ameche—Star of 'Rings Around the World.'" He then reviewed the balance of the parade from the reviewing stand.

He announced the opening act of a full scale circus that was held at the Delevan High School and subsequently starred in the show. In the evening, he was guest of honor at a circus-smorgasbord held by the city of Delevan, attended by 2400 guests, many of them representatives of major circuses throughout the country.

Ameche was guest speaker at the official program being held at the high school gym. He also spoke at the official circus banquet held in the afternoon.

Lollipop For "Sucker"

Royal Films International's "The Sucker" had its American Premiere in Cleveland at the Mayland, Beria and Vine Theatres. The premiere was boosted by extensive promotional activities among which was a bally using the world's largest lollipop.

The gigantic twenty-five pound six foot lollipop was the center of a special "Sucker's Booth" in the theatre lobby, site of a contest between a local college fraternity and competing sorority. Each team competed in shifts to see which group would be the first to consume their half of the huge sucker.

Also among the highlights of the local campaign were four radio contests run in conjunction with the premiere engagements, and comprehensive tie-ins with downtown Cleveland merchants. Basis of the tie-ins was a "You're a Sucker if . . ." copy line related to each establishment, such as the "You're a Sucker if you don't visit France" line being used by a local travel service.

"The Sucker" also was being promoted through the cooperation of Cleveland's public safety organization, which had printed flyers that were distributed by the theatres, as well as by virtually every bank and post office in the city area.

"Make Mine A Movie" Campaign Features Books Of Happiness, Etc.



Harold Marenstein, left, assistant general sales manager, Rizzoli Films, recently presented to Dave Goldstein, right, manager, E. J. Korvette, a bond as winner of the best "Juliet Of The Spirits" display in which over 200 stores participated.

Paramount In Screen Stories

Paramount's "The Last of the Secret Agents?" and "The Night of the Grizzly" are highlighted in the June issue of *Screen Stories*, Dell Publishing Company's popular monthly guide to the new movies.

Martin Theatres of Georgia, Columbus, Ga., have instituted a circuit-wide campaign employing the slogan, "Tonight—Make Mine A Movie—In A Movie Theatre."

Since bigger boxoffice business inadvertently benefits other businesses such as restaurants, transportation systems, etc., the cooperation of leading local businesses and public officials is asked. Advertising material has been prepared tying-in outside businesses such as restaurants, taxi cabs, beauty parlors, etc.

Special tie-in window cards, etc., have been prepared reading, "Make Mine A Professional Hairdo and Tonight Make Mine A Movie At A Martin Theatre"; and "Tonight—Make Mine A Movie Not An Accident—Drive Safely To A Martin Theatre" etc.

Actually the basic item in the "Make Mine A Movie" campaign is the establishing of the \$10 "Books Of Happiness" which are coupon books good for their face value in exchange for tickets or merchandise.

The main "attention getter" in the promotion is the issuing of a free Florida Gift Certificate with each book for a vacation at Miami Beach which provides accommodations for four days and three nights at Sea Isle on the Ocean or Atlantis on the Ocean plus a guided tour to a new Florida community. This vaca-

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American International stars Aron Kincaid, center foreground; Alberta Nelson, right; and Los Angeles radio deejay Reb Foster, second from right, dined recently at Villa Frascati with lucky teenage winners of station KFVB-AIP contest to promote "Ghost In The Invisible Bikini."

Group Sales Department Gives Push To K.C. "Patch Of Blue"

"A Patch of Blue," enjoying an especially successful run at the Embassy Theatres, Kansas City, was given an extra surge with a mailing from the group sales department of Durwood Kansas City Theatres. When it was found the picture had staying power, it was decided to give it the extra push from the full time department which primarily directs its special talents toward the reserved seat, hard ticket runs.

A two-page mailer quoting "fan" letters to the theatre went to over 1,500 educators, clergy, youth groups and others after the fifth week of the engagement, inviting each to contact the group director, Lea Morgan, for more information. Telephone response was especially rewarding and resulted in the booking of a number of special groups during the later weeks of the picture's run.

M. Robert Goodfriend, general manager, Durwood Kansas City Theatres, feels the project enabled the full time group sales department to show its flexibility by directing a sharply focused effort in a short period of time. It also brought important extra traffic for "A Patch of Blue."

The success of this project suggests the procedure may well be used with other regular releases enjoying long runs, even though on a grind policy. The project is in keeping with the circuit's policy of doing as much promotion as possible for each picture played, according to George Kieffer of the Durwood Kansas City district office.

'Odyssey' In Esquire

Stanley Kubrick's "2001: A Space Odyssey," for Metro-Goldwyn-Mayer, is spotlighted in a four-page article in the current, May issue of *Esquire Magazine*.

Titled "The Ultimate Invasion of the Cosmos," the article highlights *Esquire's* "Rape of the Future" section and contains two full color pages illustrating cosmic transportation from the film's storyboard, and a full page of drawings showing six of the twenty odd products of the future that U.S. manufacturers have designed for the film. The fourth page of the section features an article about the concept of the film as conceived by Kubrick and Arthur C. Clarke, the world's foremost science fiction writer, who co-authored the script with Kubrick. A color portrait of Kubrick and Clarke in the film's space station accompanies the article.

'Fireball' Tie-Ups

Largest and widest full-scale tie-in promotional campaign in company history, with cooperation of four major national advertisers, is being prepared to launch American International's "Fireball 500" when it is released nationally in June, according to AI publicity-advertising director Milton I. Moritz.

Plymouth-Chrysler, Firestone Tire and Rubber, Loubella Sportswear and Vox musical instruments are the major products and advertisers working with American International and its stock car racing thriller. All four firms' products are featured in the film while the commercial companies will feature "Fireball 500" in national advertising and in dealer-distributor and motion picture theatre cooperative advertising and special promotions.



Andy Sullivan, MGM exploitation director, recently addressed Wometco Enterprises' managers at a breakfast meeting on MGM's "Around The World Under The Sea," which will have its premiere in Miami. John Calhoun, MGM field representative, is on Sullivan's left, and next to Calhoun is Jack Mitchell, Wometco director of publicity and promotion.

Miami Plans For 'Under Sea'

Preparations are under way in Miami for a massive publicity campaign which will make the world premiere of MGM's "Around the World Under the Sea" starring Lloyd Bridges, Shirley Eaton and David McCallum the motion picture event of the year. Highlighting the planned activities is a contest which all 55 Wometco Theatre managers have been invited to enter. The manager who submits the longest list of useable promotional ideas will win a trip for two to Nassau and \$200 in cash. Runner up gets \$100 and an expense paid evening at Lucaya Beach. Various tie-ins have been arranged to saturate the local area with information on the production. Jordon Marsh Department Store will run special color ads, giveaways and fashion shows; underwater billboards for the premiere will be used at the Seaquarium; the Florida Development Commission will distribute 15,000 heralds from their twelve "Welcome Stations," and banners will decorate the side of their sunshine coach, which travels throughout the United States. Dade County Recreation Parks will sponsor an underwater safety week with free scuba diving lessons. The Food Fair store chain will run a "Sea of Values" sale, tie-ups are being arranged with Explorer and Sea Scout groups and also with National Airlines. In addition, the Historical Commission will cooperate with the premiere activities since the Ivan Tors Production is the first film to be shot entirely in Florida and adjacent waters. Governor Hayden Burns will also proclaim June 2nd as Ivan Tors Day in recognition of the producers many achievements in motion pictures and animal research.

Indian Actor Tours

Sajid Kahn has been set by MGM to tour key cities between June 1 and June 24 on behalf of "Maya," the King Brothers Production for Metro-Goldwyn-Mayer in which he co-stars with Clint Walker and Jay North.

The young Indian actor's personal appearance schedule coincides with the summer release pattern for the adventure saga, which was filmed entirely in the jungles of southern India.

"Africa Addio" Book

Irving Sochin, vice-president of Rizzoli Films, announced that the paper back book rights to do the new Jacopetti and Prosperi film "Africa Addio" have been awarded to Ballantine Books.

The film is an authentic documentary about today's most explosive continent and has created problems for the book publisher. This will be their first full length book that doesn't have a shooting script or hardcover book. As part of the arrangement to do the book Ian Ballantine has agreed to send to Italy a team of writers and researchers to work with the producers, Jacopetti and Prosperi, who spent three years in Africa, and many themes are touched. The principle ones being the unpreparedness of many new African nations to cope with the problems of their new independence, documented footage that African wildlife is being brutally slaughtered by the whites and natives both, and that violence, torture, death and blood will continue to go on in many African areas for a long time to come.

Sochin at the signing of the contract said that he expects the book and the film to be a classic as it will show Africa now and as she will never be again.

The film which is having unparalleled success in Italy now is being readied for release in this country in late summer and will be distributed through the Rizzoli Film Distributing Company.

Players In Argosy

Several Columbia Pictures' contract players have garnered an excellent seven page publicity break for themselves and three forthcoming Columbia releases in the May issue of *Argosy Magazine*, currently on the newsstands.

The seven-page story and pictures, containing both black and white and color photographs, features Stephanie Hill, Beverly Adams, Nina Wayne, Katherine Walsh, Sabrina Scharf, Duke Hobbie, Todd Armstrong, Tom Nardini and Harrison J. Ford.

Columbia releases receiving credit include "Alvarez Kelly" starring William Holden and Richard Widmark, "Birds Do It" starring Soupy Sales, and "Eli Kotch," which stars James Coburn.

U Studio Guides Tour

Three tour guides from the Universal City Studio Tour have left for a six city, cross country tour. The tour is in conjunction with American Airlines, who recently were tied-in as the official airline for the Universal Tour.

The three girls, Suzanne Bragg, Andree Vigeant, and Mary Mondry will visit Cleveland, Boston, Washington, New York, Detroit, and Chicago, making TV and radio appearances to promote Summer tour activities at the studio.

16mm 'Paradise' Plug

A special 16-millimeter featurette in Technicolor on Hal Wallis' "Paradise, Hawaiian Style" has been prepared by Paramount Pictures as a key pre-selling tool for the comedy-with-music.

Featuring many scenic highlights of Hawaii and climaxing with one of Presley's big musical numbers from the film, the featurette is being made available to TV stations, clubs, church groups, schools, fraternal organizations, travel agencies and other outlets.



Local bally conducted by the Colonial, Richmond, Va., for Columbia's "A Study In Terror" included a tour of the downtown area by this costumed Sherlock Holmes, being lifted above the sign he carried to advertise the engagement of the Herman Cohen production.

"Make Mine A Movie"

(Continued from page EX-761)

tion is available only to purchasers of \$10 Books of Happiness and no transportation is included.

Of course, everyone wonders how Martin Theatres can afford to give a vacation such as this when the Book of Happiness is actually worth \$10 without any other considerations. It is the result of a tie-in with General Development Corporation which owns thousands of acres of property in Florida that has been subdivided into building lots. They feel that the best way to sell this property is by showing potential clients the actual lots advertised as "Buy a lot and retire in Florida." As a result, General Development is paying all of the expenses of the vacation described in the Florida Certificate. It is a completely legitimate promotion with no strings attached.

Accessories available in the circuit wide promotion include vacation posters explaining the tie-in; vacation heralds, a reduction of the window card that can be used as hand-outs at theatres, for bag stuffers at grocery stores, etc.; lapel stickers printed on a satin material with a pre-sensitized gummed back that is not harmful to any type of clothing and that should be used on the pockets of all employees in and around the theatre; the before mentioned safety and beauty shop posters; restaurant table tents; bumper strips; newspaper mats, etc.

Radio tags are also available with disc jockey support expected and daily or weekly contests suggested.

Store cooperation is also expected with the "Make Mine A Movie" translated by the merchants into "Make Mine A Movie Fashion." The store uses merchandise already in stock for special window and counter displays and publicizes his cooperation in the campaign via newspaper advertising, his radio and television spots, mailers, package-stuffers, and the like.

Local celebrities, political, civic, social, etc. are expected to lend their endorsement to the "Make Mine A Movie" campaign.

Ronnie Otwell, in charge of the Martin campaign, has offered as an extra incentive to anyone at the theatres for selling the \$10 Books of Happiness, a fifty cent bonus for each \$10 book sold.

Otwell advises that any of the "Make Mine A Movie" material can be supplied to others interested in a revised form if they contact him at Martin Theatres of Ga., Inc., P. O. Box 391, Columbus, Ga.

British Showmanship

By Jock MacGregor

"Where The Spies Are" just had to be among the titles in the batch of campaigns submitted by Arthur Allen, of the ABC, Sidcup, where there has been a steady run of spy pictures. "Thunderball," "Spy With My Face," "Our Man Flint" and "One Spy Too Many" are among those successfully exploited. The biggest effort, mounted by assistant G. S. Morgan, backed "Thunderball." The highlight was on the opening night when seven men and a blonde member of a local sub aqua club appeared in the foyer wearing their underwater gear. The road safety officer also agreed to the display of "James Bond" lives dangerously in "Thunderball"—But Make Sure You Take Care! . . . James Bond Takes Chances in "Thunderball"—Make Sure You Don't cards at all official pedestrian road crossings. The local post office also agreed to a Premium Bond tieup and displayed posters. For "Man Flint" he arranged for photos of members of the local judo club to be displayed in the foyer with film stills. Members wearing their white attires with the different colored belts attended during the run and answered patrons' questions. The "One Spy Too Many" trailer was shown at the ABC Minor's Saturday morning special show and created enormous interest. Each picture was backed by extensive window and foyer displays.

Abert E. Hallam ABC, Nuneaton, succeeded in promoting three composite pages in the local press over five weeks for MGM's "Lady L," "Harem Holiday," and "One Spy Too Many." He claims that this was a breakthrough and adds that he had to guarantee to obtain the necessary advertisements. The only cost to the theatre was a four inch d.c advert in each case. To let as many as possible know that he was playing Pathé News Technicolor coverage of the Grand National Steeplechase he arranged for a horseman to collect the reel from the station and ride to the theatre carrying the suitably adorned canister. The reel was presold by slides on the screen, foyer and front of house displays, pa announcements, shop window displays, a line in newspaper advertisements and a write up in the evening paper's Town Chatter feature.

Paying "Four Kinds of Love," Harry Boton, ABC, Woolwich, South East London, promoted an Italian Week. Five traders cooperated with displays and in mounting Italian exhibits in the circle lounge. James Keith, leading local hair stylist, created four new hair styles and named them after the stars of the film. This was advertised for two weeks at his two salons and by means of a 60x40 board at the theatre. On the Monday evening a hair styling demonstration was held in the suitably decorated theatre lounge for a number of highly interested ladies. The completed styles were then presented on the stage and the models received a fine reception from male and female patrons alike. The Continental Restaurant which participated fully in the campaign later entertained the stylists, models and management to an Italian meal in honor of the occasion.

For a one day two hard ticket performances mid-week booking of "An Evening With The Royal Ballet" at the ABC Chesterfield, John A. Dixon circulated all schools, dancing schools, music societies, ladies guilds and company and party organizers with ticket order forms. These were also sent to bus companies and the public library. Box Office hanging cards were distributed to a number of large hotels, shops, works, canteens and clubs over a wide area.



This display set by the Arcadia, Philadelphia, in the Best and Company store in Abington, Pa., was in conjunction with Harper's Bazaar Magazine promotion with Haymaker Clothes, Spring Maid, Slumbertogs and Country Set Fashions for Columbia's "The Trouble With Angels."

'Hold On' Band Contest

A special "Hold On Band" contest was held in Atlanta, Ga., under the sponsorship of two leading disc jockeys, Paul Drew of WQXI and Bestonik Dooley of WAGA-TV, as part of a promotional effort for MGM's "Hold On!" starring Herman's Hermits. Local teen-age bands were invited to participate in a continuous jam session held at the Schcker Theatre on opening night. The various bands, presented on stage at different intervals, offered renditions of songs originally recorded by the Hermits, and some of their own compositions. The winning band was determined by post cards sent in by members of the listening audience. The writers of the first thousand postcards were awarded prizes including guest passes, albums, and large still photos of the Hermits. The winning band performed at the Rialto Theatre, in a special show hosted by Drew and Dooley.

EXPLOITATION—an encyclopedia of useable exploitation stunts — is published every other week as a section of Motion Picture Exhibitor

THE EXHIBITOR'S EXPLOITATION EFFORTS

ALAN FRIEDBERG, general manager, Sack Theatres, Boston, Mass., effectuated a city-wide tie-in promoting Universal's "A Man Could Get Killed" for the New England premiere of the film at the Music Hall, Boston. The City recently instituted a jay-walking campaign complete with special traffic lights and posters throughout the city and Friedberg made available the screens of all seven Sack theatres in downtown Boston for trailers bearing the legend: "Do Not Jay Walk—A Man Could Get Killed!" Lobby displays elucidated the theme as did posters attached to the City's Jay-walking placards throughout the city which also carried the theatre and playdate. Radio and television stations carried a number of public service announcements with the copy: "Melina Mercouri says: Don't Jay-Walk—A Man Could Get Killed." Friedberg also appeared with Traffic Commissioner Thomas Carty on radio and tv programs to discuss the joint promotion, the goal of which was to educate the public on the new anti-Jay Walking law. The promotion was also good for substantial newspaper exposure with all Boston metropolitan newspapers covering the campaign.

CARL SCHANER, managing director, Century Theatre, Buffalo, N. Y., recently arranged a contest on Columbia's "The Trouble With Angels" with radio station WYSL whereby children in the local schools were asked to write an essay on the subject of "My Favorite Teacher." The winner was taken to dinner by popular disc jockey Larry Dante, the teacher named, the child's parents and Schaner. After dinner the group went to the Century to see the film. Runners-up in the contest received a pair of guest tickets to either the Century or the Park Drive-In, which also was showing the film. The winner also received a season pass.

STANLEY SCHNEIDER, owner, Colony, Raleigh, N.C., recently held a one hour long parade through the busiest sections of town on the first Saturday of his engagement of Warners' "The Great Race." The parade covered the downtown sections of the town, the State University Campus and ended up at the K-Mart, where they conducted a beauty contest. Prizes for the beauty queen were a portable TV, steam iron, a season's pass to the Colony. Gift certificates were given to the three winners by the K-Mart. The top disc jockey of the area was master of ceremonies and live music was provided by Jeff Schneider and his Notables combo. The promotion resulted in free tv on the newscasts in the Raleigh area in which the theatre and "The Great Race" banners on the old cars were seen and also mentioned by the commentator.

DICK EMPEY, director of advertising and publicity, Trans-Texas Theatres, Inc., Dallas, Texas, and Bob Kinser, assistant, recently made good use of some of the original costumes from Federico Fellini's "Juliet Of the Spirits" during its engagement at the Fine Arts, Dallas. A model displayed the costumes and hats on a popular "Dateline" television show. Paperback books and sound-track albums were promoted locally for a radio contest on station WRR. A model was dressed in a rented costume from Dallas Costume Shop with an umbrella. A sign for "Juliet" was mounted on top of the umbrella and she toured all the large shopping centers around



Sack Theatres' general manager Alan Friedberg recently completed a city-wide tie-in promoting Universal's "A Man Could Get Killed" for the Boston premiere of the film at the Music Hall. He is seen with Traffic Commissioner Thomas Carty discussing the joint promotion, the goal of which was to educate the public on the anti jay-walking law.

the Dallas area. Much attention was caused by the brightly colored costume. The sign gave the name of the picture, the theatre and playdate. The drama department at Southern Methodist University was contacted and arrangements were made through them to have some of the students wear the "Juliet" costumes in class and have an open discussion on the film and how the costumes fit into Fellini's masterpiece. The students also paraded them around the campus. The Beneficial Finance Corporation was contacted for a window display in their location right in the heart of downtown Dallas. Utilized was one of the "Juliet" costumes, a yellow bikini ensemble; and Pan-American Airways tied-in in the same window plugging their jet service to the Italian Riviera. A mannequin was borrowed from Tiche's department store; and this window display was up through the entire engagement of the picture.

ED LINDER, manager, Mount Kisco, Mount Kisco, N.Y., made excellent use of his contacts with the clergy during his recent engagement of Columbia's "The Trouble With Angels" which he played with Allied Artists' "A Day To Remember," the short subject covering the Pope's visit to New York. The Sister Superior, who is also the principal of St. Francis Catholic School, was contacted two weeks in advance and she was given press material from the press books, which she worked into her classes. She was given 12



This 250 pound side of beef recently went to the winner in a two-week contest promoted by radio station WCKY for Universal's "The Rare Breed," which played 14 Cincinnati theatres on a multiple run. Seen in the cold storage room of the packing company, which donated the beef, are WCKY star Don Ross; Mrs. Albert Lipps, the winner, and her husband.

'Lost Command' Jump

One of the most unusual stunts ever developed for a motion picture took place in Cleveland when two local parachute jumping clubs used the largest outdoor display ever made of a film title as a target in a special "Lost Command' Jump-In" contest.

The spectacular stunt, staged by Columbia Pictures in behalf of the local premiere of Mark Robson's "Lost Command," drew huge crowds to Burke Airport, site of the competition.

Laid out in gigantic letters across the airport, the more than one-half mile long rendering of "Lost Command" was visible from the air for a radius of more than 25 miles. The two jumping clubs competed against each other to see which club team came closest to landing in the "O's" in the words "Lost Command."

The armed forces program in Cleveland co-operated with Columbia in providing extensive publicity for the event, as did radio station WGAR, which presented a one-hour special devoted to the unusual stunt. Broad coverage of the day's activities was also provided by press and broadcast representatives from Cleveland and the surrounding area as well as national wire service representatives.

Additional exposure for the film was provided throughout the following week by the gigantic title treatment which was left intact after the jumping contest. It was seen by thousands of air passengers who visited the airport daily, as well as air travelers flying within a 25 mile radius of the field.

'Boat' On Fifth Avenue

Bergdorf Goodman's Fifth Avenue and 58th Street, N.Y., windows were devoted recently to the "The Glass Bottom Boat" fashion collection by Robert Sloan, Inc., designed by Coty Award winner Sylvia De Gay.

The windows are part of the national promotion for the film, which was set by MGM, the National Cotton Council and Robert Sloan and is currently spotlighted in the May issue of *Harper's Bazaar*.

The collection was inspired by the cotton wardrobe Ray Aghayan designed for Doris Day in the film and will be featured in major department stores throughout the country.

"Stagecoach" Paperback

The Joseph Landon screenplay of Martin Rackin's "Stagecoach," novelized by Robert W. Krepps, has had a first printing of 200,000 copies issued by Fawcett Gold Medal Books timed to the national release of the film.

The cover of the paperback features a full-color reproduction of a painting by Norman Rockwell which is being used as the advertising trademark for the film. Portraits of the film's ten stars, also by Rockwell, appear on the back cover along with a complete list of the film's credits.

passes for awards to her students for outstanding compositions, etc., and notices were sent to all class rooms in the school. All priests were alerted by Linder personally and he obtained mention of the films showing in the news letter distributed at the Church of St. Francis of Assisi at all masses. His personal contacts with the editor of the Patent Trader, local paper, also paid off and he received considerable advance publicity including placement of scene mats there.

CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York N. Y. 10036.

EQUIPMENT FOR SALE

REPAIR, REBUILT EQUIPMENT, LOANERS. Century CC, R2 sound heads, mighty 90 lamps, rectifiers, new Japanese lens, mirrors, anamorphics. Used, rebuilt, equipment—all types. THEATRE EQUIPMENT, 1220 E. 7th St., Charlotte, N. C.

EQUIPMENT WANTED

COMPLETE DRIVE-IN EQUIPMENT for 700 car Drive-In wanted. Screen, concession, projection. HOWELL THEATRES, Smithfield, N. C.

TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

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SMALL TOWN THEATRE. A Boys School and a Girls School are located here. 504 seats. Good clean equipment. Interested parties, contact MRS. CRANE, P. O. Box 71, Chatham, Va. for further information.

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SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N.Y.C.

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WANTED: NON-UNION PROJECTIONIST for full time permanent position. Must be licensed in Connecticut. Send all information regarding experience to THEATRICAL ENTERPRISES, P. O. Box 165, West Warren, Mass. (511)

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The A-MAN Corner

{ Motion Picture Exhibitor
317 N. Broad St., Phila., Pa. 19107



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No, it may never get off the ground. Actually, these are metal flop-racks at American Display Company, a wholly-owned subsidiary of National Screen Service, specializing in

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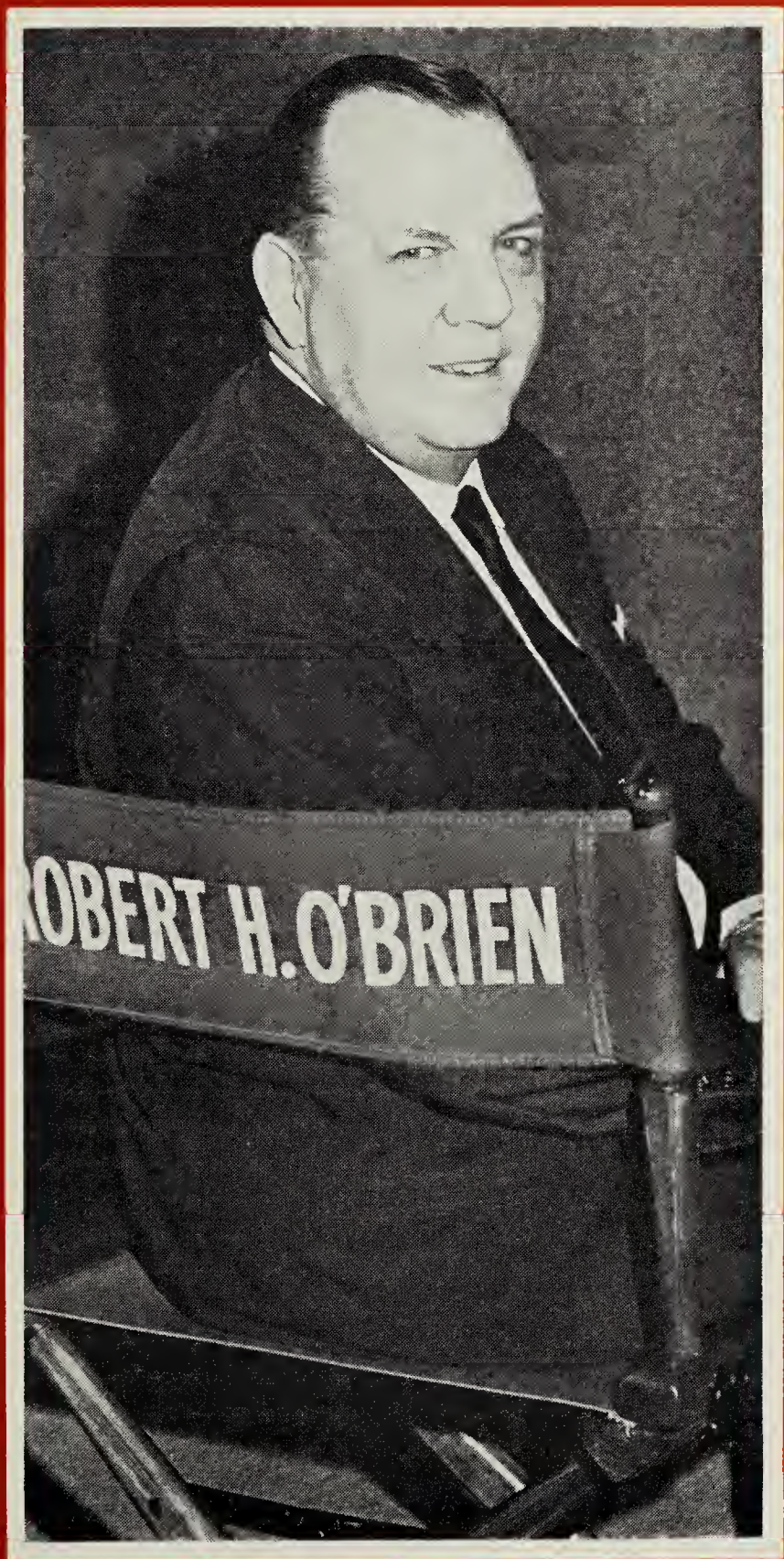
JUNE 1, 1966

Volume 75

Number 17

IN TWO SECTIONS

THIS IS SECTION ONE



Don't Show Kids "Adult" Trailers

(See Page 5)

38 Major Features Coming From WB

(See Page 10)

MGM President Robert H. O'Brien, man in the hot seat during last week's stormy stockholders' meeting, emerged as the coolest corporate chief of them all despite grilling by dissident Philip Levin. The final outcome rests with the ballot box. See story on page 4.

REACTION TO OUR "RECIPE" . . . see editorial—page 3

The **LADY** gets one **L** of a reception!

Huge \$64,531 First 5 Days!

at **LOEW'S STATE**
\$38,881

(Compares to 'Americanization of Emily' \$30,087
(Compares to 'Cincinnati Kid' \$29,664)

at **BEEKMAN THEATRE** (538 SEATS)
\$25,650 **HOUSE RECORD**

(Compares to 'Americanization of Emily' \$16,020
(Compares to 'Cincinnati Kid' \$15,494)

"**LADY L**" is a
sumptuous treat
from beginning
to end!

SOPHIA LOREN
is entirely winning!

DAVID NIVEN
performs without
a flaw!

PETER USTINOV'S
direction is
superb!

—NEW YORK TIMES



Elegantly produced,
cleverly directed
and smartly acted!

—N.Y. DAILY NEWS

Heaven be praised
for Peter Ustinov!

"**LADY L**" is an
exemplary feat of
fantasizing!

—THE NEW YORKER

High style
and fun too!

—NEW YORK POST

METRO-GOLDWYN-MAYER PRESENTS A CARLO PONTI PRODUCTION STARRING

SOPHIA LOREN · PAUL NEWMAN
DAVID NIVEN

LADY L

CO-STARRING
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PETER USTINOV / CARLO PONTI / JEAN d'EAUBONNE / HENRI ALEKAN / PIERRE LAURENT **PANAVISION and EASTMANCOLOR**

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LADY
NOW!**



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Please send old and new address. If possible include address portion of old mailing wrapper.

Volume 75 • No. 17

June 1, 1966

Our 48th Year

REACTION TO OUR "RECIPE"

THREE WEEKS AGO we devoted our front cover to two advertisements for Trenton, N.J., area theatres which struck us as good examples of some of the ills plaguing the industry today. One ballyhooed a four feature program headed by two quality pictures, while the other heralded three "adult shockers"—the titles of which could only be learned by prospective patrons via a phone call to the theatre.

We used the ads as a basis for an editorial in the same issue, entitled "RECIPE FOR DESTRUCTION." Reader response to this editorial was unusually strong. One caller told us of an "art" theatre in his area exhibiting the same kind of smutty films "not recommended for children." This theatre is in conflict with the local newspaper, which refuses to run many of its ads. Our reader said a mild sensation resulted when one of the town's most respected businessmen was seen leaving the theatre during the run of two particularly "adult" films. This gentleman, it developed, was one of the vocal leaders of a "decency" movement battling to have the theatre's license revoked.

(If we may be permitted an aside, it seems to us that the fighters for "decency" who make the most noise and garner the most publicity often have an unhealthy preoccupation with the product they are trying to remove from the market.)

Another reader couldn't believe that "Thunderball," one of the top films booked on the quadruple drive-in playbill, was sold in the theatre's territory under \$1 dollar a car load terms. Other exhibitors wanted to know how the theatre got the picture in such a situation and why they couldn't get it under the same terms in their own territory. We know for a

fact that United Artists did not approve, and does not approve of this method of doing business, but why do distributors continue to permit exhibitors to deduct on a second feature when they are playing one of their "big" pictures?

Another reader wanted to know what happens when a dollar-a-car patron of a four feature drive-in extravaganza arrives at the theatre and discovers the film he wanted to see has already been shown. It strikes us as impossible that any normal human being can sit through and enjoy four lengthy features in a single evening! However, we presume the bleary-eyed patron can always retire to the concession stand to pump up his staying power. Maybe that's the whole idea, anyway. If the trend continues, look for distributors to make a new pitch for a share of the concession grosses. (*One already has.*) In a four feature program, one film company could cut the ice cream profits; another scoop up a percentage of the popcorn; a third could take a slug of the soft drink sales; and the last man on the totem pole could devour a slice of the pizza loot. This may sound absurd, but it would take more than the above to surprise us!

We would like to recommend the establishment of an industry Hall of Fame (or Hall of Infamy, to be more precise) while we're at it. Those exhibitors who seem to be experts at devising ways to cut their competitors' throats and ruining their industry would be insured a lasting monument to their deeds.

We have said before that this industry's worst enemy is itself. In many territories, exhibitors have only themselves to blame for a good percentage of their business woes.

BONING UP ON THE "BOOM"

MANY EXHIBITORS saw the widely publicized report of syndicated financial analyst Sylvia Porter, which appeared in major U.S. newspapers recently. Miss Porter's bright prognosis, summarized in the June NATO Newsletter, sounds as though it originated from a rose-colored crystal ball, or the sweet smelling leaves of a P.R. man's cup of tea, rather than from hard knowledge of the facts of life in this industry.

Miss Porter's lively, but shaky thesis is that the new construction "boom" will put an end to the product shortage as added revenue from new theatres stimulates the demand for more product. She sees this as "*heralding the mounting dominance in the industry of the long-troubled exhibitor.*" Her prediction is based on an estimate that 1,200 new theatres will be built in "prime areas" during the next three years and says that this "boom" dwarfs the more sensational news of production company battles and block-buster pictures.

The analyst's estimate, like the nation's economy, seems to be suffering from a slight case of inflation. Barring drastic

developments, exhibition is not going to add 400 new theatres annually over the next three years. If we build 800 or even 900 theatres during this period, that's a lot. True, exhibition has added some 1,000 new theatres since 1960, but at least twice as many have closed their doors for good during this time. And what has this cost the industry in film rentals over the same period?

Miss Porter also writes, "*A conservative estimate of the extra boxoffice revenues from the 1,200 new theatres . . . is \$140 million a year, and of the extra film rental, \$50 million a year.*" Translation: In three years, these theatres, buying film at 35 per cent terms, will be grossing about \$115,000 annually, at an average weekly gross of \$2,250. These figures are more than conservative—they are preposterous and meaningless.

Sylvia dear, we enjoy your columns regularly, but you better bone up before tackling the motion picture industry again! This one was a paper dragon made from paper numbers if we ever saw one.

MGM Rivals Busy Counting Votes

Stormy Special Meeting Hears Management, Levin Defend Their Positions On New Stock Proposals

By Mel Konecoff
New York Editor

NEW YORK—It was stockholder meeting time last week in the Loew's State Theatre on Broadway, where MGM president Robert H. O'Brien, his aides and directors prepared to do battle with dissident company director Philip J. Levin and his associates, as well as cope with the usual small but vociferous band of attention-seekers who, as token shareholders, attend many such meetings seeking recognition, publicity, and even stockholder betterment at times.

In the outer lobby, a burly individual was informing a knot of protesting photographers that they were not allowed inside, and what's more, they weren't going inside. On stage, O'Brien finally called the session to order. It was labeled a special meeting to approve or vote down a management-proposed plan to split the common stock and increase the authorized common shares by an additional two million units.

Levin has opposed the linking of the two proposals into one resolution, preferring to have votes on each separately, and he has tried to follow through on his opposition via a number of court moves calculated to upset the schedule and intent of O'Brien. Prior to the meeting, the courts have refused to interfere or have the meeting postponed or cancelled. Levin and his wife owned or represented about 10 per cent of the outstanding MGM stock, or 248,851 shares.

O'Brien, after noting the objections of one of the chronic complainers about the exclusion of the photographers, detailed the progress made over the past three years since he became president. He has guided the company from the loss column into the profit area. Now, he opined, MGM is on the move, and conditions are right for a stock split, after which the company will really be able to accomplish much, backed up by the proper tools.

The chief executive predicted that the board would probably vote an increase in the dividend following the meeting, and he reported that the increase would probably take effect whether or not the stock was split. He emphasized that there was no attempt in this announcement to influence the vote of the stockholders.

A Levin associate attempted to offer a resolution restricting the stock issuance to six million shares instead of eight million, but he was denied because Delaware law by which the company is governed forbids changes in the stated reasons for meetings that have been designated as "special."

Efforts by some of the smaller complainers to find out how much special counsel Louis Nizer was being paid by MGM were unavailing. These same individuals also had some harsh words for opinions expressed by Nizer in a book he wrote several years ago. Pleas for brevity, sanity of statements, and speeches that were relevant to the subject at hand went



Robert H. O'Brien, left, president, MGM, presents Sen. Robert F. Kennedy with a check for \$52,954 to the John F. Kennedy Memorial Library, realized from royalties on sale of "The Kennedy Years," special memorial album produced by MGM records and distributed through the Longines Symphonette Recording Society.

generally unheeded by the attention-seekers. Whether the issue to combine the two proposals was moral or not was even brought up by several participants.

Levin, in his address from the floor, was not convinced that the actions of management have been for the benefit of shareholders. He was troubled with the ways and means by which earnings were gathered. Every company except one, said he, is showing the best record in history, and he labeled MGM as "number two."

Levin lashed out at the apparent submissiveness of the board to the aims and wishes of O'Brien, whom he labeled the absolute ruler of the company. Why, he asked, should 6½ per cent of the company (the board) decide what is good for 93½ per cent of the company (the other shareholders)?

MGM, Levin maintained, can't be run properly on a worldwide basis because of the thinness of management. There is no executive vice-president, nor is there a financial vice-president, nor is there a vice president in charge of production. Everything, he noted, has to clear through O'Brien.

Levin felt that there is a need for more product even to producing 40 pictures per year, and he also wanted MGM to once again become the "Tiffany" of the industry. He pleaded for harmony and efficiency.

O'Brien answered the Levin bill of particulars, noting that since assuming the presidency, losses have been turned into profits; since 1963, of the 33 films that have played the Radio City Music Hall, the aim of all producers because of the extra revenues realized on a film opening there and because of the reputation enjoyed by bookings with other exhibitors and the public, 11 have been from MGM.

O'Brien was proud of the accusation that he knew everything that was happening in the company, feeling that if a president is not informed and does not express interest in every phase of activity, he doesn't deserve to hold his position. He will continue to be interested in

(Continued on Page 14)

Kentucky Theatre Owners Organize New Association

LOUISVILLE—Thirty-five leading theatre owners from all sections of Kentucky met here last week to organize a new Theatre Owners of Kentucky association to replace a similar group which has been inactive in recent years. The first goal of the new association will be to urge the Kentucky legislature to counteract the federal daylight savings time law.

Selected as temporary officers for six months, pending a formal election at a statewide convention, are Robert Enoch, Elizabethtown, president; Gene Lutes, Frankfort, executive-vice-president, and Anthony Kern, Louisville, treasurer. Along with these officers, John McCoy, Hopkinsville; Walter Rodes, Lexington; C. C. Simms, Lebanon, and E. L. Ornstein, Louisville, will serve as an interim board of governors.

Lutes, who has been a district manager in Kentucky for the Chakeres circuit, has been granted an eight month leave of absence by his company to serve as a full-time executive vice-president of Theatre Owners of Kentucky, and he will personally contact state officials, legislators and other industry groups opposed to the federal time law.

He and Enoch predict a 40 per cent drop in drive-in theatre and a 25 per cent drop in indoor theatre grosses during the summer of 1967 unless the daylight time is rescinded. Kentucky is in both the Eastern and Central times zones with the division coming approximately 40 miles west of Louisville.

Exhibitors interested in affiliating with TOK should write to Gene Lutes' office in the McClure Bldg., Frankfort, Ky.

Brandt Award Dinner Set

NEW YORK—George Jessel will serve as master of ceremonies at the Wiltwyck School for Boys Dinner in honor of Harry Brandt, president of Brandt Theatres, it was announced by Joseph E. Levine, dinner chairman.

The Eleanor Roosevelt Award for distinguished leadership to Wiltwyck School will be presented to Brandt on Friday night, June 10, at the Hotel Plaza, New York. (Editor's Note: The correct date for the affair is June 10th, not June 12th as stated in previous releases).

Ambassador Arthur Goldberg, United States Representative to the United Nations, will be the principal speaker at the dinner. Honorary chairmen include Mrs. Anna Roosevelt Halsted, Senator Jacob K. Javits, Senator Robert F. Kennedy and New York's Mayor John V. Lindsay.

Actress Winters Aids UJA

NEW YORK—Academy-award winner Shelley Winters, a dais-guest at the motion picture industry luncheon for UJA at the Hotel Americana, announced a contribution of one per cent of her year's salary for UJA's humanitarian endeavors.

The annual luncheon of UJA's Motion Picture and Amusement Division was in honor of Harry Mandel and resulted in \$400,000 support for UJA's world-wide rescue, relief and rehabilitation programs.

Panel Of Judges Map "Movies And You" Awards

NEW YORK—A distinguished panel of judges for the first national "Movies and You" Awards competition, held during the past year in cooperation with the General Federation of Women's Clubs, was announced by Margaret G. Twyman, director of the community relations department of the Motion Picture Association of America, Inc.

The judging panel includes Miss Margaret Hickey, senior editor, public affairs, "The Ladies' Home Journal"; actresses Dina Merrill, Barbara Britton, and Rosemary Forsyth, and actor Alan Arkin; Ross Hunter, producer-director; Hollis Alpert, film critic; Miss Kathryn Bloom, director, arts and humanities program, U. S. Office of Education; Norton Mockridge, newspaper columnist, author, and radio commentator; David Stewart, director of educational programs, National Council on the Arts; Emanuel Frisch, treasurer, Randforce Amusement Corporation; Omar K. Lerman, New York State Council on the Arts.

The Awards will be announced and presented by actor James Stewart when he addresses the celebrity luncheon to be held during the national convention of the General Federation of Women's Clubs in Chicago on June 10.

The "Movies and You" Awards competition is part of a nationwide film information program conducted by the Motion Picture Association together with the local clubs in the General Federation. Entries will be judged on the merit of club programming on the subject of motion pictures. The Awards include a \$500 cash prize to the winning club, plus a five-day all-expense tour to Hollywood for the club chairman and her husband. Second prize will be a \$250 cash award to another club.

Since the Awards program emphasizes the importance of club cooperation with local exhibitors, the exhibitor who assisted the winning club will receive a suitable plaque, plus registration fees for two at the 1966 NATO convention.

Other honored guests at the luncheon will be Ralph Hetzel, executive vice-president, MPAA; Jack Goldstein, Allied Artists; Robert Ferguson, Columbia Pictures; Emery Austin, Metro-Goldwyn-Mayer; Hy Hollinger, Paramount Pictures; Jonas Rosenfield, Jr., 20th Century-Fox; Fred Goldberg, United Artists; Philip Gerard, Universal; and Richard Lederer, Warner Bros.

Northwest Exhibs Meet

SEATTLE—The northwest regional convention of Theatre Owners of Oregon, Washington, Northern Idaho and Alaska will be held at the Benjamin Franklin Hotel here on July 19 and 20, Albert Forman and Joseph J. Rosenfield have announced.

The joint conventions of Oregon Theatre Owners Association and Theatre Owners of Washington, Northern Idaho and Alaska will be held in conjunction with a trade show and regional meeting of the National Association of Concessionaires.

Gage Exits Reade Post

NEW YORK—Edwin Gage announces his resignation as vice-president, treasurer, and secretary of Walter Reade-Sterling, Inc., and Walter Reade, Inc., and all their affiliated companies after 25 years of continuous activity with the above firms.

Gage will devote a portion of his time to the development of personally owned real estate.

NATO Sees "Criminal Negligence" In Showing Adult Trailers To Kids

Stevens Still Sour On Segmenting "Sun"

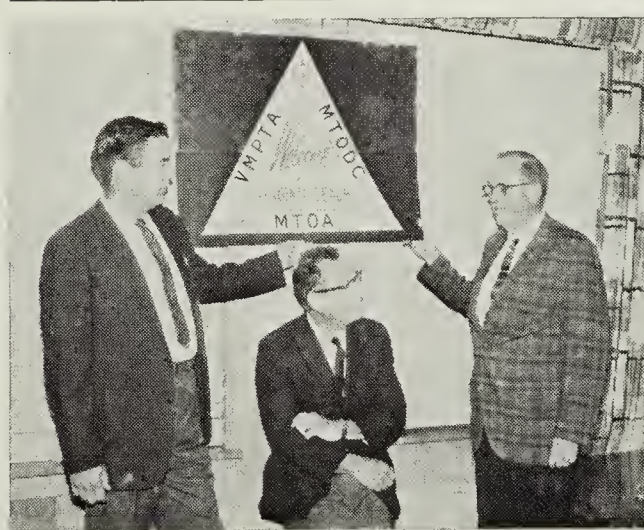
HOLLYWOOD—During his contempt proceedings against NBC-TV for allegedly violating a court injunction against mutilating "A Place In The Sun," George Stevens maintained in Superior Court that the division of his film into segments as screened on television in order to insert commercials not only destroys the artistic integrity of a picture but also kills audience interest.

Stevens also testified that he had received a lot of messages after the telecast and that people indicated "they had not seen the picture I had made."

N.Y. Solons Disagree On Minimum Wage Issue

ALBANY—A temporary disagreement between Senate Republicans and Democrats over a provision in a new bill raising the statewide minimum wage from \$1.25 to \$1.50 hourly, effective Jan. 1, 1967, giving the industrial commissioner Martin F. Catherwood broad discretionary powers in declaring certain "hardship" areas of employment exempt from the law, led observers to wonder whether the Metropolitan Motion Picture Theatre Owners Association might prevail in its recently voiced plea to take ushers, cashiers, doormen, and matrons "out."

D. John Phillips, executive secretary, who had earlier written each of the 65 Senators setting forth reasons why the non-unionized group should be excepted from the measure's effect, made a second trip to Albany. The argument advanced is that these are either part-time workers, pensioners, or Social Security recipients. Previous hikes in the compulsory minimum scale had reduced the total of such employees and had darkened a number of "marginal" theatres in the state. However, the Minimum Wage Study Board, the industrial commissioner, and the Governor previously rejected similar requests.



J. K. Crockett, left, co-chairman of the combined exhibitor convention for Maryland, District of Columbia, and Virginia, Cavalier Hotel, Virginia Beach, July 19-21, discusses plans with Jerome Gordon, president, VMPTA, and Carlton Duffus, executive secretary, VMPTA.

DETROIT—There are two highlights in the June issue of the National Association of Theatre Owners bulletin.

One takes to task exhibitors who show trailers on adult features at kiddie matinees, describing the practice as "criminal negligence."

"To many vocal and influential parents," it states, "a theatre manager can commit no greater crime than to entice their children to attend a kiddie program and to then show them scenes from an adult movie. Such irresponsibility is probably more of a crime against the motion picture industry because it provides powerful ammunition to those who want to censor our screens. And it is certainly sheer stupidity to try to sell adult movies to an audience of children."

"The need for common sense in the scheduling of trailers should be obvious. Make certain you are not guilty of criminal negligence in this respect."

The other important article refers to a column by newspaper financial analyst Sylvia Porter.

She predicts an end to product shortage and the emergence of the exhibitor from being the constant under-dog.

This will come about as a result of estimated construction of 1,200 new theatres in prime areas in the next three years. These houses, she believes, will gross \$140 million and produce additional film rental of \$50 million. This in turn will enable producers to make more pictures, thus terminating what has been a seller's market.

Other reasons for her belief: "Of course, behind the movie comeback are fundamental forces: population growth in the suburbs; upsurge in personal income; shortening work week and lengthening vacations; ever-climbing demand for entertainment; the fact the fastest population growth is taking place among the most frequent movie-goers, teenagers, young marrieds, the retired."

She also remarks on the type of publicity such blockbusters as "Sound of Music" get on entertainment pages, while the proxy fights and other activities of movie companies also keep movies in the limelight on financial pages.

Loew's Projection Seminar

NEW YORK—A sound and projection seminar was held for Loew's intown theatre managers and division managers in the projection room at 1540 Broadway. The meeting was conducted by Bernard Diamond, general manager, and Lloyd Jacobs, assistant director of construction and engineering for the firm.

Participating in the lecture-demonstration were the following Altec representatives, R. H. Pierce, Fred Hall, Marty Wolf, Jim Eaves, S. McGuigan, and Jack Gnerrep.

Academy standard demonstration reels were used in pointing up the various problems associated with sound and projection.

UA Promotes Carnow

NEW YORK—Fred Goldberg, vice-president of United Artists, announced the promotion of Howard N. Carnow to the post of advertising manager.

Paul Grosz, formerly advertising manager, was named coordinator of print-advertising.

"Fashions And Films" Promotion Theme Of Big Fox-Macy's Tieup

NEW YORK—"Fashions and Films of California" will be the theme of one of the largest promotions ever undertaken by Macy's in conjunction with a motion picture company, it was announced jointly by John A. Blum, senior vice-president, sales promotion and public relations, Macy's New York, and Jonas Rosenfield, Jr., 20th Century-Fox vice-president and director of advertising, publicity, and exploitation.

Other Macy's and 20th-Fox executives on hand were Ken Straus, merchandise vice-president; Morris Rosenblum, Macy's vice-president and creative director; and Arthur Manson, executive assistant to Rosenfield.

They declared that the purpose of the unprecedented tie-in will be to dramatize Macy's California-created men's fashions for summer, and 20th-Fox's summer schedule of motion pictures: "The Blue Max," "How to Steal a Million," "Stagecoach," "Modesty Blaise," and "Batman." Manufacturers of the California fashions to be included in the promotion are Catalina, California Swimwear, Pebble Beach, H. & L. Block, Day, Hartog, Lancer, Maler, Linden, Ratner, Levi, Sandcomber, and Da Vinci.

The value of the tie-in was said to be in excess of \$250,000 in display advertising and related activities. Macy's Herald Square and all Macy's suburban stores will participate, as will theatres in the Metropolitan area which will show the 20th-Fox attractions.

The executives declared that the advertising phase of the promotion will comprise one double-page ad in two papers and 11 full-page ads. These ads will appear a total of 28 times in New York City and suburban newspapers within the concentrated period of the four weeks between Friday, May 20, and Father's Day, June 19.

"Fashions and Films of California" was launched officially with the double-page ad that appeared in the New York Times. The ad featured a specially designed logotype that will be the trademark of the Macy's-20th-Fox promotion, and will be an important component of all forthcoming ads, window displays, in-store displays, and theatre lobby displays. Also included in the announcement ad was a photograph layout of California fashions and scenes from the 20th-Fox summer schedule.

Subsequent full-page ads will highlight the fashions and films individually, stressing the co-promotion between Macy's and 20th-Fox. A unique feature of the fashion ads will be their settings. To give the fashion displays a special visual impact, Macy's engaged dozens of models to be photographed in the new California fashions on the unusual and exotic sets of such upcoming 20th-Fox films as "Way . . . Way Out," set on the moon in 2000 A.D.; "Stagecoach," for which an entire frontier town was constructed; and "Doctor Dolittle," the multi-million dollar musical spectacle.

Windows and in-store displays will also play a major role in the promotion. A total of five windows in the Macy's Herald Square store will be devoted to "Fashions and Films of California," as will windows in each of the 11 suburban stores. Also planned are fashion shows and special displays built around the Norman Rockwell paintings inspired by "Stagecoach."

Climaxing the promotion will be a jointly



sponsored Father's Day Contest, the first prize of which will be a trip to 20th-Fox's Hollywood studios. This phase of the campaign will be tied-in with the presentation of Martin Rackin's "Stagecoach" at New York Showcase Theatres, all of which will screen a special trailer that will promote "Fashions and Films of California" and the contest. Over 350,000 contest entry blanks will be issued, making it one of the biggest events of its type ever held by Macy's.

D-150 Expands Staff

LOS ANGELES—Several new appointments to the staff of D-150, Inc., have been announced by the company.

Officers of D-150 stated that new personnel are necessary in order to accommodate the rapidly accelerated schedule of theatre installations of the D-150 All-Purpose Projection System.

Lawrence Hatch has accepted the assignment of director of marketing. Hatch comes to his post from marketing responsibilities in the non-theatrical field. Duties will include the promotion and marketing of the D-150 All-Purpose Projection System.

Joseph Kelly, an outstanding theatre engineer for many years has been appointed as the D-150, Inc., engineer for the eastern section of the U. S.

Rolf Kalbhenn will supervise installations for the firm in the western states.

Fox, Mexicans In Pact

NEW YORK—A long-term, multi-picture world distribution agreement has been signed between 20th Century-Fox and Cinematografica Sotomayor S.A. The announcement was made jointly by Seymour Poe, 20th-Fox executive vice-president, and Jesus Sotomayor, president of the major Mexican film company and executive producer of the films to be made.

Better Filmways Earnings Means Increased Dividend

NEW YORK—Lee Moselle, president of Filmways, Inc., announced that the board has declared a 15 cents cash dividend and a two per cent stock dividend per share, payable June 30 to stockholders of record June 10. This compares with a 10 cents cash dividend and two per cent stock dividend paid a year ago, which was the first cash dividend paid since the company went public.

Moselle further stated: "The increase in cash dividend is due to improved earnings of the company as reflected in the recent six month report, as well as the bright prospects for the future."

Filmways, Inc., is currently involved in various diversification developments in addition to activities in television and motion pictures.

Plans for the creation, development, and operation through subsidiary companies of Filmways and Stolte, Inc., of the Ontario Motor Speedway in Ontario, Calif., have been submitted to the City of Ontario, which has reacted favorably to them.

Filmways has entered the field of theatrical distribution of motion pictures with Roman Polanski's "Cul de Sac." The company has gone into the television syndication business with the distribution of "The Addams Family" which will complete a two year run on the ABC network this summer. In addition, Filmways Records has recently been formed for the production of both single and long-playing albums.

In the field of motion pictures, under Martin Ransohoff, Filmways continues with a heavy schedule. "The Sandpiper," "The Cincinnati Kid," and "The Loved One" are currently in MGM release. Production is completed on "13," starring Deborah Kerr, David Niven, and introducing Sharon Tate, for MGM release. Now before the cameras in England is "The Vampire Killers," also for MGM, the first of a four-picture deal with Roman Polanski and Gene Gutowski's Cadre Company.

In various stages of production are the following motion pictures: "Don't Make Waves," starring Tony Curtis to be directed by Alexander MacKendrick; "Ice Station Zebra," to be directed by John Sturges; and "The Courier," all being prepared for MGM release. Academy Award winner Daniel Taradash is presently writing the screen play of "Castle Keep," being readied for Columbia release. Filmways also owns the rights to "Devil Take All," a novel by Martin Caidin, and has recently made other acquisitions including "Catch-22," Joseph Heller's novel, and "That's The Way The Money Goes," Sigmund Miller's novel.

Ford To Mirisch Post

NEW YORK—Cecil Ford, veteran British film industry figure and production executive associated with a number of the Mirisch Corporation's films made in Europe during the past several years, has been named executive in charge of European production for the Mirisch Corporation based in London, it was announced by Harold J. Mirisch, president.

Ford, who has been working exclusively for United Artists for the past eight months, moves over immediately to begin work with David Miller on "The Bells of Hell Go Ting-A-Ling-A-Ling," Mirisch Corporation presentation for United Artists release, which producer-director Miller will make as his first film under a multiple picture contract with Mirisch. Gregory Peck will star in the comedy-drama.

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COMPO Considers Bylaw Revisions; Sees New Censorship Moves Ahead

NEW YORK—The annual spring meeting of the board of directors of the Council of Motion Picture Organizations held here last week at the Americana Hotel saw resolutions passed which could result in changes in the 16-year-old by-laws and in the reactivation of the COMPO tax campaign committee.

The change in the by-laws was suggested by Eugene Picker, member of the governing committee, not only because modernization was needed because of age but also because the formation of a single exhibitor organization (NATO) has brought about some technical situations which could use simplification. A committee to investigate and recommend changes will be appointed to consist of representatives of NATO, the Metropolitan Motion Picture Theatre Owners, and three members-at-large.

Executive vice-president Charles E. McCarthy introduced a resolution which would recognize the existence of talk of a new federal tax and reactivate the COMPO tax campaign committee on a stand-by basis, authorized to work against any bill that would mean a return of the admissions tax.

Ben Marcus, another member of the governing committee, cited the elimination of the tax on admissions as one of the accomplishments of COMPO, noting that a clue to the extent of the savings to theatres this year can be obtained from the U.S. Census report of 1963, when the total dollar admissions that year amounted to \$1,062,732,000 dollars. If the full 20 per cent admissions tax were in force, then the government would have taken in \$212,546,400 in taxes. This year, that figure has been saved by the industry, and since exhibitors paid COMPO dues of \$50,000, then exhibition's return from tax savings in 1966 has amounted to \$4,000 for every dollar in dues. Stated another way, exhibition and distribution have each been saved \$106,273,200 dollars through the death of the admissions tax.

It was noted that exemption to the minimum wage law has also saved the industry considerable monies.

T. Manning Clagett, vice-president of the Motion Picture Association of America, reporting on censorship activities throughout the country, noted that on statewide levels censorship activity should be minimal for 1966 because of a lesser number of state bodies meeting. The activity is expected to increase in this area with the acceleration of the number of legislative sessions scheduled for 1967. City censorship sores are still festering, he noted, and this can crop up continually and become messy unless watched carefully on local levels. Classification has become a more popular topic for discussion among certain legislators, he noted.

Clagett scored the "naked complacency" in many areas of our industry, perhaps because some segments have not received any scares lately. He urged all industry forces to be on the alert and work together at the first sign of censorship restrictions. Any sign of such activity should be reported to the COMPO office in New York, which may be in a position to help locally.

Marcus recalled that suggestions were made last year regarding a motivational research survey to find out the whys and wherefores of theatre attendance. COMPO asked 1,500



Motion Picture Association of Greater Kansas City presents new school bus to Crippled Children's Nursery School, permanent welfare project of the industry group, as press and members watch ceremony.

Showmen Aid Handicapped

KANSAS CITY—A new school bus was presented to the Crippled Children's Nursery School by the Motion Picture Association of Greater Kansas City. In a brief ceremony, the \$3,500 Chevrolet was accepted for the Nursery School by Miss Sally Tureman, chairman of the board, and Stuart McKenty, executive director.

The delegation representing the MPA included Martin J. Stone, president during 1965 when the funds were raised; A. J. Winningham, present MPA president; Frank V. Thomas, welfare chairman; Richard H. Orear, former MPA president; and others. Thomas and Orear are members of the board of the Nursery School.

theatres whether they wanted such a survey and what questions should be asked. The response was divided, with many of the queried theatres not even bothering to reply. COMPO decided to drop it, but since some exhibitors expressed interest, the question was placed before the NATO executive committee. Here again, there was a division of opinion so the whole project has been shelved for the time being.

Emanuel Frisch suggested that local exhibitors should pay more attention to their legislators, especially the friendly ones, and offer to help them in whatever manner possible, even to financial support.

Sidney Cohen, president of the New York Allied unit, offered a resolution praising the work of executive vice-president McCarthy, which was warmly passed. Russell V. Downing, treasurer, presented the report of his office.

Among those in attendance in addition to those already mentioned were Samuel Pinanski, LaMar Sarra, Lester Isaac, Thomas Crehan, Sidney Schreiber, Joseph Alterman, Harry Mandel, Fred Storey, Philip Harling, Bernard Diamond, Milt London, Jack Armstrong, Henry Burger, Marshall Fine, Burton Robbins, Michael Mayer, Max A. Cohen, D. John Phillips, L. J. McBride, and Claire Roth.

N.Y. Festival Committee Boosts Foreign Coverage

NEW YORK—In a move designed to keep pace with the continuing growth of Lincoln Center's annual New York Film Festival, an expansion of foreign festival coverage by enlarging the New York Festival's program committee was announced by Festival director Amos Vogel.

Program director Richard Roud and Vogel will be joined on the program committee by film critics Arthur Knight ("The Saturday Review") and Andrew Sarris ("The Village Voice"). Festivals to be canvassed for 1966 Lincoln Center selections are those held in Cannes, Karlovy Vary, Berlin, Venice, Oberhausen, San Sebastian, Mar del Plata, Locarno, Montreal, Trieste, and Pesaro.

Vogel, director of Lincoln Center's recently established film department, also announced that Roud, program officer for the British Film Institute, will act as a program consultant for future Lincoln Center film projects.

Knight, coordinator of the "Film '65" panel discussions for last year's Festival, is a Professor of Cinema at the University of Southern California and author of the well-known history of motion pictures, "The Liveliest Art." He is co-author of a CBS network television series to be presented this summer. Sarris, film lecturer and writer, is currently editor-in-chief of the English-language edition of "Cahiers du Cinema" and host of the WBAI radio show, "Films in Focus." His monograph for a recent Museum of Modern Art film series, "The Films of Josef von Sternberg," will be distributed shortly by Doubleday, as will a Bobbs-Merrill publication, "Interviews With Film Directors."

Discussing the increased festival coverage and program committee expansion, Vogel stated: "The New York Film Festival, which has served the New York cultural community for three years, has now assumed a prominent position in the world-wide film movement. In keeping with our growth and enlarged scope, we are expanding the program committee to assure an even more comprehensive coverage of foreign festivals and international production activities."

Lincoln Center's Fourth New York Film Festival, continuing as a non-competitive showcase, will be held Sept. 12 through Sept. 22, at Philharmonic Hall, once more in association with the British Film Institute, and with the cooperation of the Independent Film Importers and Distributors of America and the Motion Picture Association of America.

Honors For "Born Free"

NEW YORK—"Born Free" has been chosen by the West German Catholic Film and Television Association as the Best Film of the Year, "ideally suited for the entire family." In presenting the award, a spokesman for the Association also commended the Carl Foreman-Columbia Pictures presentation for "its valuable message in illustrating the need for freedom and dignity for everyone, including animals."

The Sam Jaffe-Paul Radin co-production has also received several awards in the U.S., among which are Seventeen Magazine's "Picture of the Month" award, Scholastic Magazine's "Bell Ringer" award, and a special citation from the Federation of Motion Picture Councils for the "skillful treatment of a remarkable true story, splendid color photography and sensitive performances which result in delightful screen entertainment for moviegoers of all ages."

AA Telephone Conference Stresses Managers' Drive

NEW YORK—In what was believed to be the industry's first national sales "meeting" of its kind, Nat Nathanson, Allied Artists vice-president and general sales manager, conducted a telephone-conference discussion with AA division and branch managers throughout the United States, consisting of 30 men, including the home office executives.

The conference, Nathanson pointed out, took place at the midway point in the company's current branch managers drive. Nathanson congratulated the sales personnel on the success of the drive to date and discussed plans for continuing it in high gear. Nathanson reviewed the sales activities which led to a highly favorable 39-week fiscal report, and discussed booking patterns for "Lemonade Joe," Allied's newest release.

Participating in the conference were James Hobbs, southeastern division manager, Atlanta; Charles Repec, Boston; Lewis Lieser, Buffalo; W. G. Carmichael, Charlotte; Haywood Mitchusson, Chicago; Milton Gurian, Cincinnati; Don Schultz, Cleveland; J. A. Prichard, southwestern division manager, Dallas; Donald Merritt, Denver; William Sidenstecker, Detroit; Robert Bowers, Jacksonville; Frank Thomas, midwest division manager, Kansas City; Ed Cruea, western division manager, Los Angeles; Bailey Prichard, Memphis; Fred Florence, Milwaukee; Irving Marks, Minneapolis; Ben Jordan, New Orleans; Nat Furst, New York; Sol Francis, Omaha; Max Gillis, Philadelphia; David Silverman, Pittsburgh; Margaret Burt, St. Louis; Clint Mecham, San Francisco; Gordon Wallinger, Seattle; Milton Lipsner, Washington; and from the home office, vice-president and chief operating officer Roger Hurlock; vice-president Edward Morey; Dick Feinstein, eastern division manager; John Michelson, manager of branch operations; and Jack Goldstein, national director of advertising and publicity.

AA's Nat Furst Retires

NEW YORK—Nat Furst, New York metropolitan district manager for Allied Artists, has retired from the company but will continue to serve A.A. in an advisory capacity.

Furst has been associated with Allied Artists, and its predecessor company, for 32 years. Affectionately known as "Pappy," and one of the most highly regarded men in the industry, he started in motion pictures with the old Fox Film company and has also held executive sales positions with Warner Bros. and RKO.

WB Contracts For "Virginia Woolf" To Insist On "Adults Only" Policy

NATO Toppers Convene On Industry Problems

BUFFALO—Sidney J. Cohen, N.Y. Allied president, will attend the meetings of the executive committee of NATO in New Orleans on June 1 and the board of directors on June 2. This will be the first convening of directors of NATO since the inaugural meeting in January at which NATO was established.

Cohen says the directors will consider reports from numerous specialized committees which have been charged with the responsibility of investigating a variety of industry matters and with proposing possible solutions to industry problems.

Fla. Film-Makers Unite

JACKSONVILLE—The motion picture and television production segments of Florida's entertainment industry found new and deeper roots as the newly-formed Florida Motion Picture and Television Production Association held its organizational session and elected R. John Hugh, Orlando, as acting chairman.

The gathering, held in Miami, was sponsored by the Florida Development Commission, an official agency of the State of Florida, and by the Florida Council of 100.

The formation of the new association has been one of the major projects of the council's motion picture and television industry committee, headed by Don Shoemaker.

Hugh produced "Johnny Tiger," which has a Florida locale, and has production studios in the Orlando area.

Professor To Universal

NEW YORK—R. W. B. Lewis, literary critic, has agreed to serve as literary consultant for Universal Pictures, it has been announced by William Darrid, executive head of the literary division of MCA.

Lewis is professor of English and American studies at Yale University and an authority on the development of the novel over the past two centuries.

NEW YORK—Jack L. Warner, president of Warner Bros., announced that he would insist on an "adults only" policy for the presentation of "Who's Afraid of Virginia Woolf?" by including a clause in all contracts with exhibitors under which theatres will be prohibited from admitting anyone "under the age of 18 unless accompanied by his parents."

The adoption of the clause, the first of its kind to be included in a Warner Bros. contract covering motion picture rentals, was determined by Warner as "a firm demonstration of responsibility to the American movie-going public by a company which underestimates neither the influence of the film medium nor the intelligence and taste of our vast audience."

"Who's Afraid of Virginia Woolf?," Edward Albee's international stage success, is being readied for release in July, following premieres in Hollywood and New York.

"The play was undoubtedly a play for adults," Warner stated, "and we have gone ahead to make 'Virginia Woolf' a film for adults, because it has something important to say to adults. We do not think it is a film for children, nor do we think that every film should be for all ages. After all, not all subjects discussed by parents are fit for their children; for that matter, much entertainment for children is not appropriate for their parents."

"It has always been my opinion that movies should be as varied as possible. Some films are for the entire family and some specifically for adults. I don't believe a controversial, mature subject should be watered down so that it is palatable for children. When that is done, you get a picture that is not palatable for children or for anyone else."

"As responsible film-makers, we undertook to make 'Virginia Woolf' for the over-18 section of our audience. Everyone connected with the film has exercised the greatest responsibility and care in refusing to compromise with Albee's play. Now, we have reached the point where we are getting ready to put our film before the public, and we are determined to display the same responsibility and care in this phase of our work, by refraining from any suggestion of sensationalism in our advertising and by thoroughly enforcing the contractual obligation which every exhibitor will have to undertake if he wishes to show our picture. We at Warner Bros. are certain that theatre-owners throughout the country will join with us gladly in this demonstration of maturity, responsibility, and community-mindedness."

Italians Salute Wanger

LOS ANGELES—Producer Walter Wanger, currently preparing the film version of "The Night of the Short Knives" for MGM, was presented with the third highest commemorative order of the Italian government for his motion picture achievements.

In conferring Wanger with the "Commenda of the Order of Merit of the Italian Republic (OMRI)" at the Los Angeles Consulate offices, Consul General Alvaro V. Beltrani said the award was given "for your friendship and cooperation with the Italian government in all phases of the motion picture industry."



Van Heflin is interviewed in front of Denver's Centre, site of gala premiere of 20th-Fox's "Stagecoach," which climaxed a gala tour of the scenic state of Colorado by a large press contingent from all parts of the country.



Warner

Warner Announces 38 Major Films In Various Stages Of Production

Hot 1966 Summer Line-up Includes

"Virginia Woolf," "Fine Madness," "Big Hand"

NEW YORK—Jack L. Warner, president, Warner Bros. Pictures, announced 38 major theatrical motion pictures in various stages of production, including completed films, those before the cameras, and others awaiting the starting signal. He issued his announcement following meetings with Benjamin Kalmenson, executive vice-president of Warner Bros. Pictures; Wolfe Cohen, president of Warner Bros. Pictures International; and Morey Goldstein, Warner Bros. vice-president and general sales manager.

Warner's statement included many properties never previously announced. Among them are "Reflections in a Golden Eye," starring Elizabeth Taylor and Montgomery Clift under John Huston's direction; "The Bobo," starring Peter Sellers; "Me and the Arch-Kook Petulia," starring Paul Newman and Julie Christie; "Home Is the Sailor," starring Anthony Quinn; "The Chill," starring Paul Newman, a sequel to "Harper"; "The Government Inspector," starring Paul Scofield; "The Devil in Love," starring Vittorio Gassman; "Gid," by the author of "Hud"; "Jake Wyler," a new-type detective drama.

Walter MacEwen, vice-president of Warner Bros. and Warner's executive associate in charge of the feature division at the studios in Burbank, Calif., will serve as executive producer of a number of forthcoming films.

Leading the list are the company's 1966 summer releases, headed by "Who's Afraid of Virginia Woolf?," "A Fine Madness," "A Big Hand for the Little Lady," and the continuous-performance general release of the Academy Award-winning "My Fair Lady" and "Battle of the Bulge."

The 38 productions are:

"Who's Afraid of Virginia Woolf?," starring Elizabeth Taylor, Richard Burton, George Segal, and Sandy Dennis, directed by Mike Nichols.

"A Fine Madness," starring Sean Connery, Joanne Woodward, and Jean Seberg, produced by Jerome Hellman and directed by Irvin Kershner.

"A Big Hand for the Little Lady," stars Henry Fonda, Joanne Woodward, Jason Robards, Paul Ford, Charles Bickford, Burgess Meredith, and Kevin McCarthy, produced and directed by Fielder Cook.

"My Fair Lady," winner of eight Academy Awards and the biggest hit in Warner Bros. history.

"Battle of the Bulge," which stars Henry Fonda, Robert Shaw, Robert Ryan, Dana Andrews, Pier Angeli, Barbara Werle, George Montgomery, James MacArthur, Telly Savalas, Ty Hardin, and Werner Peters.

"An American Dream," which stars Stuart Whitman, Janet Leigh, Eleanor Parker, Barry Sullivan, Lloyd Nolan and Les Crane, with

Robert Gist directing for executive producer William Conrad.

"Kaleidoscope," starring Warren Beatty and Susannah York, directed in color by Jack Smight for producers Jerry Gershwin and Elliott Kastner.

"Chamber of Horrors," a Technicolor chiller starring Cesare Danova, Wilfrid Hyde-White, Laura Devon, Patrice Wymore, Suzy Parker, and Patrick O'Neal, produced and directed by Hy Averbach.

"Not With My Wife, You Don't!," starring Tony Curtis, Virna Lisi, and George C. Scott, produced and directed in Technicolor and Panavision by Norman Panama.

"Any Wednesday," starring Jane Fonda, Jason Robards, Dean Jones, and Rosemary Murphy in the Technicolor film directed by Robert Ellis Miller.

"The Double Man," starring Yul Brynner and Ulla Jacobsson, directed in color by Franklin Schaffner and produced by Hal E. Chester.

"Day of the Champion," starring Steve McQueen, produced and directed in Technicolor and Panavision by John Sturges.

"A Covenant With Death," which stars George Maharis, Laura Devon, Katy Jurado, Earl Holliman, and Arthur O'Connell, directed in color by Lamont Johnson for executive producer William Conrad.

"Hotel," starring Rod Taylor, Catherine Spaak, Melvyn Douglas, Merle Oberon, Karl Malden, Richard Conte, Michael Rennie, and Kevin McCarthy, directed in color by Richard Quine from producer Wendell Mayes' screenplay.

"First to Fight," directed in color by Chris Nyby for executive producer William Conrad.

"The Hoods," starring Kirk Douglas, to be directed by Martin Ritt and produced by Edward Lewis.

"The Naked Runner," starring Frank Sinatra, directed by Sidney J. Furie.

"Up the Down Staircase," starring Sandy Dennis, to be directed in color by Robert Mulligan and produced by Alan J. Pakula.

"Chubasco," to be written and directed by Allen H. Miner for executive producer William Conrad.

"The Bobo," to star Peter Sellers, with producers Jerry Gershwin and Elliott Kastner.

"Camelot," with Warner producing the film personally and Joshua Logan directing a cast headed by Vanessa Redgrave as Guenevere and Richard Harris as King Arthur.

"Gid," with Don Medford directing in color for executive producer William Conrad.

"Reflection in a Golden Eye," to star Elizabeth Taylor and Montgomery Clift, with John Huston scheduled to begin filming in color in September for producer Ray Stark.

"Cool Hand Luke," starring Paul Newman,

to be produced by Gordon Carroll and directed by Stuart Rosenberg in color.

"Tchaikovsky," the first American-Soviet co-production, to go before the cameras in color and 70mm on location in the Soviet Union in October, with Dimitri Tiomkin serving as executive producer under the personal supervision of Warner.

"The Government Inspector," in color, with Paul Scofield.

"The Devil in Love," with Vittorio Gassman, now being filmed in color in Italy.

"The Night Action," starring Natalie Wood, to go before the color cameras in October.

"The House on Green Apple Road," which executive producer William Conrad will begin filming in color in September.

"Me and the Arch-Kook Petulia," teaming Paul Newman with Julie Christie, under the direction of Richard Lester.

"Jake Wyler," which Hy Averbach will direct in color for executive producer William Conrad.

"Wait Until Dark," starring Audrey Hepburn, to be produced by Mel Ferrer and directed in color by Terence Young.

"The Chill" stars Paul Newman as Lew Harper, to be directed in color by Jack Smight and produced by Jerry Gershwin and Elliott Kastner.

"Home Is the Sailor," starring Anthony Quinn, to be produced and directed in color by Elliott Silverstein.

"Sweet November," which will be filmed from Herman Raucher's original story.

"Rebel Without a Cause," a musical version in color of the 1955 Warner Bros. motion picture hit.

"The Cool Ones," a rock 'n' roll story, to be directed by Gene Nelson for executive producer William Conrad.

"Criss-Cross," which executive producer William Conrad is preparing to put before the color cameras in July.

Warner also announced that the Warner Bros. Television Division, under vice-president Robert Lewine, has eight new television series in preparation, in addition to two series which will be carried over to next season on the ABC network, "F Troop" and "The FBI."

Goodman On President's Unit

NEW YORK—Bernard R. Goodman, vice-president of Warner Bros. Pictures Distributing Corp., has been reappointed to the President's Committee on Employment of the Handicapped for another three-year term by Harold Russell, chairman.

Movielab's Jeffee Pushes Plan For Near East Color Plant

NEW YORK—The establishment of a modern color film laboratory, operating under common market principles in the Near East, to service the joint motion picture and television requirements of Israel, Turkey and Greece has been proposed by Saul Jeffee, president, Movielab, Inc. Jeffee recently returned from a series of overseas meetings relating to the expansion of Movielab facilities abroad.

All three countries, Jeffee revealed, are most anxious to stimulate local production of theatrical, television and educational film and to attract foreign motion picture companies with their locales and facilities. While this trend is accelerating the need for a color laboratory, none of these countries can, in and of themselves, keep a modern color laboratory in full operation with their domestic output, he explained.

Now under active consideration is the Jeffee recommendation calling for a "joint common market operation" with one processing laboratory situated at a point geographically accessible and readily available without restrictions to the film industries of all three countries. Movielab technicians would furnish the know-how for efficient plant operation with long range plans calling for the training of Israeli, Turkish and Greek laboratory assistants at the Movielab plant in New York on adoption of the plan.

The suggestion has aroused the interest of film industryites and government officials in these countries and discussions will continue toward realization of this project. The lowering of barriers and the encouragement of a cooperative venture to foster the domestic film efforts of these nations would be most significant from the political as well as the business viewpoint, the Movielab president observed. If the plan proved workable, Jeffee concluded, it could hopefully be extended and made applicable to other Middle East countries.

Cannes Winners Announced

CANNES—Results of this year's Cannes International Film Festival had 20th Century-Fox's "Signore and Signori," an Italian comedy; and "Un Homme et Une Femme," to be released in the United States under the title of "The Danger Game," by Allied Artists, sharing the Golden Palm Award for the top picture.

A grand prize in honor of the Festival's twentieth anniversary went to Orson Welles' "Falstaff" and a special jury prize went to Paramount's "Alfie."

Vanessa Redgrave, in Cinema V's British import, "Morgan," was named best actress, and Ter Oscarson in "Le Faim" ("The Hunger") was named best actor. Russia's M. Youkevitch was named best director for "Lenin In Poland."

Three Classics To Brandon

NEW YORK—In its continuing program involving the re-release of classic films of the past, Brandon films has acquired the rights to three famous motion pictures, it was announced by Thomas J. Brandon, president.

The three, all of which will be re-released to theatrical audiences before the end of the year, are "The Road to Life," early Soviet sound feature, and two by Spanish film-maker Luis Bunuel: "This Strange Passion" ("El") and "The Young and the Damned" ("Los Olvidados").

LONDON Observations

by Jock MacGregor

AT THE CANNES FILM FESTIVAL, MANY OF THE BRITISH CONTINGENT were eagerly anticipating the sanity of the Cinema Exhibitors Association summer convention at Torquay on the English Riviera. Now at Torquay, ensconced in the Imperial Hotel, one of the best in Britain and superbly managed as a labor of love by Michael Chapman, they are reminiscing about the madhouse on the Cote d'Azur. It transpires that during the junketing there were very serious discussions regarding the Anglo-French co-production pact and that an emergency meeting of the joint coordinating committee had to be called.

While the French and some British producers wanted the agreement, it is not, as was anticipated in some quarters, working out. Some are wondering if it has any future. Many of the clauses are unrealistic, and certain producers who had ideas about taking advantage of it have had second thoughts, and are going it alone because of the delays and problems involved. Projects have to be approved in the first place by the joint committee. The first was turned down, it is alleged, because it was not deemed important enough to set the tone for the pact.

Then, to the surprise of some, Sam Spiegel's international production for Columbia, "The Night of the Generals," was approved. After the picture had been shooting for some weeks, the French changed their minds, and Sam was in an embarrassing position. It was too late to conform with the requirements of the British quota act. In consequence, he loses the Eady money. Other producers at Cannes investigating co-production deals wanted assurances that such a situation could never happen again but could not get it. As one top man in a highly critical mood put it—"British exhibitors and moviegoers just will not accept dubbed pictures, and the French producers just do not seem to want to get involved in the big stuff."

AND WHAT OF THE VALUE OF THE CANNES AWARDS? AROUND HARRY'S Bar and Lyons Maid's La Gala, where exhibitors gather for refreshment, I have been quizzing them on their reactions. While many who have already booked "Morgan—A Case for Treatment" believe that Vanessa Redgrave's best actress award will attract a few extra comers and has given the picture extra publicity, I have not found anyone who would take the picture just because of it. Some, however, were quietly rubbing their hands because the BBC broadcasted the fact that French critics had indignantly accused the jury of being vulgar for having recognized "Alfie" and an equally earthy Italian film. Such observations will bring more to the theatres than they will keep away. Paramount's Russell Hadley, Peter Reed, and exhibitors are really delighted with the business this British release is doing. Some thought they were being greedy in insisting on two week minimum runs but admit that business has justified this decision.

LIKE CANNES, THE CEA CONVENTION'S GREATEST VALUE IS THAT IT enables people on all sides of the industry, big and small alike, to meet in convivial circumstances, get to know each other better, and discuss mutual problems. All distributors are present, and at the time of writing, the business sessions have not been reached. First social function was Golden Era's first-ever reception, and it proved to be a celebration. The champagne flowed. Leslie Greenspan had just received confirmation of the company's first major circuit deal. ABC booked James Ward's "Run With The Wind" for a June release. It was pink champagne in the evening when Richard Sale, Rank Advertising Films, hosted a reception before the dinner for the national officers and those providing hospitality at the convention. CEA membership represents 88.5 per cent of all British exhibitors, and one of its strongest features is the harmony in which circuits and independents work together. The new president is Wyndham Lewis, an independent from Wales, and the vice-president is Harry Roelich, ABC, who while an executive, is not on the board of directors.

IMMEDIATELY AFTER TORQUAY, RANK'S FRED THOMAS AND HIS RIGHT hand, Frank Poole, will be America bound. It will be Frank's first trip, and he is more than a little excited. Also making his first trip will be Bill Altria, editor of the Kine-matograph Weekly. He will be visiting New York, Hollywood, and elsewhere, and the MPAA are arranging his diary. Bon voyage. . . . Twixt Cannes and Torquay, I spent a few days in London and came once again to the conclusion that this is an amazing industry. There are American publicists who do not service the London offices of the American trades and send the material direct to New York, presumably as they still think that it is bad for U.S. exhibitors to know that a picture is shot here. Yet press parties are flown over here to see the units at work. I had only just read Mel Konecuff's remarks regarding British publicists being more alert than some Americans who are apt to ignore the trades when I received a wire to join 45 American movie correspondents and tv commentators for lunch on the Filmways "Vampire Killers" set at Elstree. They were from all over the States and Canada, but Mel was missing. I really feel this was more his province than mine as Quigley's Bill Pay and myself were the only London-based interlopers. We saw some assemblies of this tongue-in-cheek horror film, and these had the visitors roaring with laughter and asking for more, which must have made producer Gene Gutowski very happy. We visited the set. Since it was really a very nice day, we were faced with all the perversity that is known to film studios—a snow storm was being filmed. Roman Polanski was directing and doing a Hitchcock. Though he is not featured as an artist, I understand that his part is among the biggest in the picture. The junket, which was being lead by Mort Segal, had, I gather, been inspired by the enormous success of the 20th-Fox flight around Europe two summers ago when many of the same writers saw "Magnificent Men," "Agony and Ecstasy," and "Sound of Music" shooting. As I drove some back to London, the main party went to the Airport to fly to Rome to visit the "3 Bites of the Apple" unit and then to Nice for "Grand Prix." What was puzzling some was that they had been invited to the forthcoming world premiere of "Stagecoach" in Denver, yet they found it already showing here at suburban theatres. Some were threatening to check the definition of "world"!

The NEW YORK Scene

By Mel Konecoff

WE'D LIKE TO ADVISE CUSTOMERS OF MGM THAT THEIR CHRISTMAS picture is now being filmed partially on locations in various areas of this city. We went up to Central Park, where Natalie Wood, Ian Bannen, Dick Shawn, and Peter Falk were preparing to start emoting in "Penelope," directed by Arthur Hiller and produced by Arthur Loew, Jr. We got to talk to Loew during a break for lunch at the Tavern on the Green, where between apprehensive glances at the sun, which was starting to come out for the first time in days, he admitted that the decision to film location scenes in New York was adding \$15,000 per day to the budget of three million dollars. He felt they were necessary. Though many of the locations could have been duplicated on the studio lot, it was felt that the flavor and settings were important enough to warrant bringing the stars and key production people to New York. Cooperation by city agencies and unions has been fine, he opined.

We asked how the film set was taking all the bickering on the stock front between management and dissidents, and he replied that there was concern, naturally, and also a bit of hesitancy on decisions and the advancement of some projects.

What's the formula these days for getting a production okay on a property?

Loew felt that there was no set pattern but rather that the subject matter and cost seem to be the determining factors.

The plot has to do with Miss Wood playing the role of a madcap young wife of a banker, who finds that taking money from his bank is more fun than housekeeping. Ian Bannen plays her banker-husband and Dick Shawn her psychiatrist. The latter related that since his appearance in "What Did You Do In The War, Daddy?," he's all of a sudden in demand with this one and two others waiting. It looks as though he's finally arrived.

As he was nervously fingering last minute script changes, Shawn asked, "Do you think this suit (gray) makes me look like a psychiatrist?" We didn't want to upset him by telling him that he still looked like Dick Shawn to us.

Incidentally, more than 200 local actors have been signed for the exterior sequences. Because there is no Screen Extras Guild in New York, the vignette roles of policemen, debutantes, Salvation Army musicians, bagel vendors, organ grinders, and career girls are being filmed by many actors from Broadway shows and from television.

LUNCHEON NOTE: OVER 500 REPRESENTATIVES OF EXHIBITION AND DISTRIBUTION gathered at the Americana Hotel last week to have lunch with Matty Polon, president and general manager of RKO Theatres, presumably in honor of his recent promotion and also because they like Polon. Of course, the popularity, energy, and persuasiveness of luncheon co-chairmen D. J. Edele, Morey "Razz" Goldstein, and Charlie Boasberg might have had something to do with the sell-out, in addition to the charm of Polon.

The co-chairmen took turns at the microphone extolling the virtues of Polon, with Edele expressing gratitude to Mort Sunshine for the fine job organizing the event and also presenting flowers to Mrs. Polon.

Goldstein introduced screen personalities Mary Ann Mobley, Gila Golan, Leslie Parrish, James Best, and Hermione Gingold, as well as Paul Johnston, president of Glen Alden. Goldstein had some funny bits, which shouldn't be printed, although he did intimate that he was thinking of collaborating on a book with Boasberg tentatively entitled "My Nine Years With Kalmenson."

Boasberg presented a plaque to Polon on behalf of his friends and associates and also presented him with a color television set. The balance of the proceeds, at the request of Polon, will go to the Will Rogers Memorial Hospital.

A moved and thrilled Polon responded with gratitude to all concerned and to his friends for their help and guidance. He was proud of the industry, which he labeled one of the best in the world with its opportunities and rewards.

Aboard the dais in addition to those mentioned were Martin Perlberg, Sumner Redstone, Abe Dickstein, Ben Marcus, James Velde, Bernard Myerson, Salah Hassencin, Burt Robbins, Nat Fellman, James Gould, Irvin Shapiro, Leo Jaffe, Si Fabian, Harry Brandt, Harry Mandel, Sherrill Corwin, Eugene Picker, Ned E. Depinet, Richard Walsh, Morris Lefko, Sam Clark, Sam Rinzler, George Waldman, Len Gruenberg, Nat Nathanson, Leslie Schwartz, and Tom Crehan.

RECEPTION: JACK J. VALENTI, NEWLY ELECTED PRESIDENT OF THE MOTION Picture Association of America, was guest of honor at a press reception hosted by the board of directors of the Association. Everything was neat and proper with all the formalities, etc., neatly observed. He told us that he intends to continue living in Washington but spending two or three days of the week in the New York office of the organization.

A MATTER OF CLASSIFICATION: DINO FAZIO, PRESIDENT OF EUROPIX-Consolidated Corp., which is releasing an Italian import, "Mandragola," with sub-titles, was all upset last week because the National Catholic Office for Motion Pictures has condemned the film without permitting any discussion as to the possibilities of revisions, changes, etc., which might bring about a change. He was backed at a press conference by Ephraim London, an attorney prominent in the field of censorship.

They called the film a bawdy classic written centuries ago by Niccolo Machiavelli, which should have received some special consideration. London stated that at this point, there was not enough evidence to prove economic damage and institute a court suit, but should this come to pass, such a suit could be brought. Murray Kaplan, general sales manager, estimated that the condemnation could result in a loss of between 25 to 30 per cent of bookings, and he has had a few cancellations as a result of the rating. London had hoped that the last several years had seen a mellowing or modernization in the attitude of the religious organization, but, he lamented, it "hasn't changed its spots."

The film, incidentally, deals with the campaign of a bachelor to seduce a married woman with whom he has fallen in love.

Inflight Earnings Record For Nine Month Period

NEW YORK—Inflight Motion Pictures, Inc., has registered the highest earnings in its history in the nine months ended March 31, it was announced by David Flexer, president of the company. Earnings were \$1.23 a share on 665,850 outstanding common shares, compared to 46 cents on 589,000 shares for the comparable period a year previous.

Inflight's earnings for the first three months of 1966 were also the highest on record for a third quarter, with earnings for the period 34 cents per share, compared to 17 cents in 1965.

Inflight, which now shows color wide screen movies in the jet fleets of Trans World Airlines, United Air Lines and Philippine Air Lines, is making application to have its stock listed on the American Stock Exchange, Flexer announced following a meeting of the board of directors. He also reported that the company's commitments to start movie service on Air France's fleet of 20 Boeings and Olympic Airways' three Boeings were being fulfilled on schedule. By the end of June, the Inflight motion picture service will be aboard 162 aircraft, circling the globe. For the first time it will be featured over the North Pole to Tokyo, into Africa and Asia, and over the Central and South Atlantic to the Caribbean and South America.

Flexer also announced that Inflight has accepted an invitation by the Boeing Company to evaluate new system approaches to in flight entertainment in connection with the Boeing 747 program.

Flexer also announced the election of Winfield A. Huppuch II and Alfred H. Tamarin as vice-presidents of the company.

Huppuch has been legal counsel to Inflight for more than five years. He is also assistant secretary and has been a member of the board since 1962.

Tamarin has been director of the company's advertising and public relations since 1961 and in charge of Inflight's audio programming service for United Air Lines, Philippine Air Lines, and Olympic Airways. He has been a member of the board for the past year.

N.Y. Golf Meet Closing

NEW YORK—An absolute limit of 180 golfers, or 45 foursomes, was announced for the 15th Annual Film Industry Golf Tournament, sponsored by New York's Cinema Lodge of B'nai B'rith at the Briar Hall Golf and Country Club. Tournament chairman Martin Levine said the number of golf reservations had topped 100 for the June 9th event.

Levine disclosed that the Lodge will stop taking any further reservations once the 180 limitation was reached, and he urged those in the entertainment industry who intended to participate to make reservations immediately to avoid any disappointment. He said no golfing reservations would be available at the club on the day of the tournament if the present pace of advance reservations continues.

J. Hyman Heads 7 Arts Music

NEW YORK—Seven Arts has activated two subsidiary music publishing companies and has named Jeremy Hyman as president of Seven Arts Music Corp. and Sevarts Publishing Corp., it was announced by Eliot Hyman, president of the parent company, Seven Arts Productions, Ltd.

Fox Establishes New Scholarship Program

NEW YORK—Seymour Poe, executive vice-president of Twentieth Century-Fox Film Corp., announced approval of the board of directors of the establishment of a college scholarship program for sons and daughters of 20th Century-Fox personnel employed in the United States.

Poe stated that each year 20th Century-Fox will make available sufficient monies for one full scholarship and two partial scholarships to be awarded on a competitive basis. He stressed that final selection of the student recipients would be made by an impartial and independent committee of educators with an organization that specializes in servicing scholarship sponsors.

The value of the scholarships will range from \$3,000 to \$750. While the scholarships are initially for one year, they may be renewed for three additional years. When the program attains its full cycle in four years, it is anticipated that 12 students will be the recipients of awards each year. Winners may attend any accredited college or university in the United States and select any course of study leading to a bachelor's degree.

Selection factors will be scholastic merit, moral character, leadership qualities, extra-curricular activities, evidence of special skills and motivation regarding college work and future career. Unlike many programs, financial need will not be a factor in selecting recipients of awards, thus broadening the eligibility qualifications so as to allow children of all employees to be candidates.

Because 20th Century-Fox feels that business and industry have a stake in the successful administration of our institutions of higher education, the corporation will make an unrestricted grant to each private college or university attended by each of the recipients of its scholarships.

MCA Buys New Brain

NEW YORK—A third generation Spectra 70 advanced computer system has been purchased by MCA, Inc., from RCA Electronic Data Processing at a cost of more than \$700,000 and will be installed at Universal City Studios early next year, it has been announced jointly by MCA and the Radio Corporation of America.

The acquisition of the Spectra 70 is an addition to the existing Universal City Studios computer and other equipment already in operation at Decca and MCA Music, making MCA, Inc., and its divisions and subsidiaries the most extensive user of electronic data processing statistical systems in the entertainment industry.

Albert A. Dorskind, MCA vice-president and treasurer, said the RCA data processing system will perform several valuable fiscal corporate functions within the MCA network. These include inventory control, evaluation of the markets, and complex accounting procedures so that information that presently requires as much as a week to obtain will be available in seconds from the computer.

Exhib's Hat In Ring

NEW YORK—Sam Horwitz, owner, Tilyou Theatre, Coney Island, has been nominated to run for district leader in the 46th Assembly District in the forthcoming Democratic Primary on June 28.

Memphis Theatre Rapped By "Obscenity" Injunction

MEMPHIS—Strand Theatre had a temporary injunction barring the house from showing "Mondo Freud" (World of Freud) after Memphis citizens testified they considered it obscene. Presently, the main street house is permitted to show films which do not fall in the "adults only" category.

Two City Attorneys had asked that the theatre be shut. As soon as the Strand's attorneys file an answer, the judge will rule on whether to grant a permanent injunction banning the Strand from showing obscene films. Eugene Leftwich, 30, is manager of the house, and records in the county register's office show that the Robert-Arthur Management Corporation, incorporated in Memphis on Nov. 26, 1965, is operator of the house.

Dr. Bernard M. Kraus, Memphis physician,

testified the film showed "actual sexual contact between individuals, both normal and abnormal . . . in the form of lesbianism and sadism." The film had a week's run at the Guild Theatre before it was shown at the Strand.

This is the first time the injunction procedure has been used in Memphis to halt the showing of a film. Indictments are not sought when this procedure is used, and "Mondo Freud" (the film) was not seized.

Airways Theatre manager and projectionist are under indictment on charges of displaying obscene films in connection with two films, "Sexus" and "The Case of the Stripping Wives." These two films were seized by the court. Both Strand and Airways are old houses under new management.

Jones Joins Van Dyke

HOLLYWOOD—Tom Jones, for the past 14 years a member of Walt Disney Productions' publicity staff, has been named director of public relations for Dramatic Features, Inc., production company headed by Dick Van Dyke, in an announcement from Byron Paul, vice-president of the organization.

Jones will coordinate publicity and public relations for DFI and Van Dyke on upcoming

motion picture and television projects, which include 14 feature films over the next seven years and three hour-long tv specials for the next three. He will also coordinate Van Dyke's personal appearances and promotional activities, as well as serve in a public relations advisory capacity to management of KXIV, Phoenix AM-radio station recently acquired by DFI's parent company, Lotus Productions.

it's the **WILDEST** when the
COUNTRY-MUSIC STARS
★ **GO VEGAS!**

WOOLNER BROS. PRESENT
FERLIN HUSKY ★ **JAYNE MANSFIELD**

LAS VEGAS HILLBILLYS

SPECIAL GUEST STAR
MAMIE VAN DOREN
AS 'BOOTS MALONE

JAYNE SWINGS!
MAMIE SINGS!

Hear that
NASHVILLE SOUND

in Pathe **COLOR**

Co-starring **DON BOWMAN • LOUIS QUINN • BILLIE BIRD**

DIRECTED BY **ARTHUR C. PIERCE** WRITTEN & PRODUCED BY **LARRY E. JACKSON** EXECUTIVE PRODUCER **BERNARD A. WOOLNER**

★ **SONNY JAMES**
★ **ROY DRUSKY**
★ **DEL REEVES**
★ **BILL ANDERSON**
★ **CONNIE SMITH**
★ **WILMA BURGESS**
★ **THE DUKE OF PADUCAH**

Glen Alden Ups Dividend; Elects New Co. Officers

NEW YORK—At the meeting of the board of directors of Glen Alden Corp., held after the annual shareholders meeting here recently, the regular quarterly dividend was increased from 12½¢ to 17½¢ a share, payable July 15, 1966 to holders of record June 30, 1966.

The shareholders had earlier re-elected all 16 directors. They are Isidore A. Becker, Frank Burnside, Ralph E. Case, Patrick J. Clifford, Maurice Goodman, Luther H. Hodges, Wentworth P. Johnson, Paul A. Johnston, Leonard C. Lane, Samuel J. Levy, Austin List, M. Lester Mendell, Gilbert H. Perkins, Bert R. Prall, Meshulam Riklis and Harry H. Wachtel.

The board also re-elected Meshulam Riklis as its chairman and Paul A. Johnston chief executive officer and president. Austin List and Fred M. Lyon were named vice-presidents. Two new vice-presidents were also elected—Matthew Polon and John A. Boland, Jr.

Polon is the president and general manager of the RKO theatres division of Glen Alden. He has spent his entire career with RKO Theatres, starting as a booker and successively becoming head booker and buyer for the RKO out-of-town theatres, chief buyer for the RKO circuit, vice-president, and then executive vice-president and general manager until March, 1966, when he became president.

Boland is president of Swift Manufacturing Co., also a subsidiary of Glen Alden. He had been associated for the past 27 years with Burlington Industries and LaFrance Industries until he left his position as vice-president-general manager of LaFrance to become president of Swift in December 1, 1965. He received his B.S. in Textiles from North Carolina State College. He is married to the former Frances Ross and has two sons.

Lloyd G. Wilson was elected secretary and general attorney in place of Wm. F. Whitman, who is retiring and who will be a consultant.

Press Assoc. Elects Luft

HOLLYWOOD—Herbert G. Luft was elected president of the Hollywood Foreign Press Association by an overwhelming majority, succeeding Bertil Unger, who has served six terms in that office.

Elected along with Luft, who will serve through May, 1967, were Gloria Geale, vice-president; Walter Fischer, secretary; and Victor Q. Holguin, treasurer. Holguin, who has held that post since 1958, was the only candidate elected by unanimous acclamation.

Unger, prevented from running for reelection by HFFA by-laws, was voted chairman of the board of directors. The four board members elected to serve with him are: George Dibie, Mahfouz Doss, Yseulte James and Saverio LoMedico.

Gen. Theaters Joins Co-Op

DETROIT—General Theaters, buyers and bookers for 28 out-state houses, closed its doors and joined Co-Operative Theaters of Michigan, which handles 73 theaters and drive-ins throughout the state, creating what is believed to be the largest independent agency of its kind in the country.

Co-Op was founded in 1929, with the late Ray Moon as president. Later, Carle Buerniele, who now heads General, which he founded in 1942, became president. He and his son Robert (general secretary-treasurer) will now become active on the old stamping ground.



Mixing business with pleasures of Cannes resort at recent Festival are James Bond producer Harry Saltzman and UA's newly elected vice-president, David Picker.

Woolners Plan First Doubleheader Drive-In

HOLLYWOOD—The first doubleheader drive-in, using double-faced screen, two projection booths, and playing to two audiences facing each other with different features starting at different times will be built in New Orleans this summer by Woolner Bros., theatre owners and producers.

"We will offer patrons two choices of starting times, two choices of which picture to see first, two choices of parking spaces, plus the option to drive over to the other side and see what's going on there," announced David Woolner, sales manager and partner.

The Woolners opened the south's first drive-in in Memphis in 1937, and now own a chain of Louisiana drive-ins and their own Hollywood and Rome production companies.

"We want to cut down patron resistance to coming in late on a picture. They will get two chances to see the picture they came for if they want to see only one; or they can switch back and forth; or they can fight over which picture to see first, if they would rather fight than switch," said Woolner.

Goldstone-Wheeler Pact

NEW YORK—Harry Goldstone, president, Goldstone Film Enterprises, Inc., has concluded a deal with Wheeler Film Co. for the distribution of GFE product in the Washington, D.C.-Baltimore exchange area.

Columbus Mayor Hails Disney Family Films

COLUMBUS, O.—Large family attendance at Walt Disney's "The Ugly Dachshund" at Loew's Ohio "will encourage the making of more such wholesome films," said Mayor Maynard E. Sensenbrenner in a proclamation making May 20-26 "Walt Disney Family Week."

Said the proclamation, "Walt Disney for many years has presented good, clean family-type entertainment as symbolized by 'The Ugly Dachshund.' Loew's Ohio contributes a beautiful and attractive show-place for the best in cinema entertainment."

Manager Sam Shubouf made a blowup of the mayor's proclamation for lobby display, capping it with a "Thank You, Mr. Mayor."

WOMPIs Honor Veterans At Dallas Founders' Day

DALLAS—The annual Founders and Bosses Day luncheon was held here by the Dallas chapter of Women of the Motion Picture Industry on their 13th anniversary.

Karl Hoblitzelle, president, Interstate Theatres, was honored as the individual with the longest industry service (1906-1966). The award was accepted by Lynn Harris of the circuit in Hoblitzelle's absence. Mon Witcher was named longest distributor in years of service (1919-1966). He is with Columbia. M. W. Larmour, exhibitor at Graham, was named the exhibitor with the longest years (1907-1966).

Leroy Whittington was named booker with the longest service (1923 to 1966). He is with Metro-Goldwyn-Mayer. Mrs. Adeline Franklin won the title as cashier (1924 to 1966). She is with Buena Vista. Shipper with the longest service was Hank Nelson, Warner Bros. (1919 to 1966); projectionist with the longest service is Guy L. Luther, Tower, (1905 to 1966); and film inspectress, Mrs. Willie Lee Simmons, Paramount (1911-1966).

Judy Wise, Interstate Theatres, was named "WOMPI of the Year." Paramount received the Will Rogers Award, a statuette of the great comedian, for contributing most to the fund for the WOMPI room at the Will Rogers Memorial Hospital at Saranac, N. Y.

William O'Donnell, head of Cinema Arts Theatres, was speaker. Mrs. Mabel Guinan was program chairman. Mrs. Juanita White, local president of WOMPI, presided.

A surprise visitor was Mrs. Viola Wister, Charlotte, president of WOMPI International.

MGM MEETING

(Continued from page 4)

all MGM activities daily, and he stands ready to be criticized for doing his job along those lines. He paid tribute to his staff for their efficiency and help.

Forty films, snorted O'Brien, is "ludicrous." Trying to make this many films is an impossibility, he felt, since there just isn't the talent around, especially with other companies competing for same.

O'Brien denied that his directors were rubber stamps or yes-men, and found them of great help and concerned with the well-being of the company. As regards earnings, his prediction that the company will make 30 per cent more in 1966 over last year seemed to answer that complaint.

O'Brien denied being absolute ruler as to the production of films, stating that three story departments in Hollywood, New York and London confer on material, and the sales and advertising departments also play important roles in the sorting-out of properties.

Sure enough, following the meeting, the board of directors met and voted a quarterly dividend of 50 cents, payable on July 15 to stockholders of record June 24. This is a 25 per cent increase over the 40 cents paid quarterly by the company since November 1965. Said O'Brien, "The increase in the dividend voted by the board of directors is further recognition of the continued improvement in our operations, our strengthened financial position, and our prospects for the future."

Then the tedious job of proxy-counting began, with no decision expected before yesterday or today (May 31 or June 1).

ALBANY

The Schine Theatre in Malone, near the Canadian border, has been dark since November. There is a possibility that title to the property may be taken by the Village. The only hardtop operating there is Mrs. Wadad Boumansour's Plaza. . . . Harold Gabrilove, president, RTA Distributors, Inc., one-time chief barker of Variety Club, donated a color television set in the annual campaign by Capital Newspapers for Camp Thacher, Thompson's Lake in the Helderbergs. Tent Nine co-operated with the two dailies for years in fund raising drives. A \$25,000 goal has been set for 1966. . . . Seymour Morris, now head of Seymour Morris Associates, a Gloversville advertising agency, visited Albany, Schenectady and Troy to beat the drums for Paramount's "The Ten Commandments" in Fabian-operated houses, where theatre party and school coupon deals were set at lower than weekday matinee prices.

BUFFALO

Driver education students at Maryvale Senior High School will be able to view in the classroom actual highway situations through eight new, specially developed film sequences. The films were acquired as part of the school's effort to provide the best possible education for the students in safe driving practices. The films were produced as a public service by an oil company in cooperation with the National Commission on Safety Education. . . . A welcome home party for the Tent 7 women delegates to the International Variety Clubs convention in London was held in the Variety clubrooms. The girls gave a report of their convention experience. The final luncheon of the season will be held June 11. Barkette Edith Wyckoff has been married to Rudolph Gold of Niagara Falls. . . . The letter to the management of the Paramount, Rochester, was written on lined paper and read: "Dear Sir: I enclose this 50 cents I neglected when I fibbed about my age. Regretfully. (Unsigned)." Manager Seymour Nusbaum said the other day it could have been sent by a child 12 years or over who had probably gone to the theatre on a Saturday afternoon and made it through the gate on a children's ticket. "I never saw anything like this before in my life," Nusbaum said. . . . Lawrence E. Isaacson, assistant manager of office services at Eastman Kodak Co., Rochester, has announced his plans to retire after 31 years of company service. Richard S. Fitts has been appointed department head of office systems and procedures, it is announced by David H. Fulton, Kodak assistant treasurer. . . . Chief barker Al Petrella has called a meeting of the Tent 7 crew for June 6 in the Variety Club headquarters. The Children's Foundation officers and directors will meet immediately afterward. Mickey Ellis, Jr., is chairman of the new projects committee, which has been set up to explore additional avenues of activity. Two new members from Syracuse have been added to the Tent 7 roster, Herbert N. Slotnick and Sol Sorkin, both executives of Slotnick Enterprises, Inc. . . . Edward Miller, managing director, Center, announces that his Paramount circuit house will show "The Redeemer," starting June 8. The story of the last three days in the life of Jesus, the picture was produced by the Rev. Patrick Peyton, CSC, the famed "Rosary Crusader" who did much to discourage the rise of communism in Brazil. . . . Fantasy Island, the 25-acre amusement park on Grand Island, has launched its sixth season. . . . The Rochester Public Library held a two day Human Relations Film Festival in the Rundel Memorial Building. Thirty-six films

were shown. . . . Fillmore L. Hall, general manager, Crystal Beach, reports \$123,000 has been spent on new attractions at the venerable amusement park on the Canadian shore. . . . Construction of the new Panorama, Penfield, N.Y., is only now beginning, but already owners John Martina and Morris Slotnick, (Jo-Mor Enterprises, Inc.) have selected the opening film. Bernie Youngstein, United Artists, was in Rochester to set the deal, and said it would be the Cinerama production, "Khartoum." . . . Elmer F. Lux, former industryite in both distribution and exhibition, has been reelected vice-president of legislation for the United Cerebral Palsy Associations of New York State. . . . William Trambukis, Loew Theatres division manager, was in for conferences with city manager Frank Arena.

CINCINNATI

Peter J. Palazzolo, vice-president, Cincinnati Theatres, is the recipient of the first "Mission Award" presented by the Verona Fathers, a religious society of priests and brothers devoted to missionary work. Palazzolo was selected because of his services to many civic and charitable organizations. . . . Congratulations and good wishes to Maury White, son of Roy B. White, Mid-States Theatres president, on his Bar Mitzvah. . . . Philip Dunn, author and producer of Universal's "Blindfold," was here to promote the film which opens on a multiple run June 15. . . . Ollie Nichlas, manager, Chakeres' State, Springfield, O., has returned to his duties after convalescence from surgery. . . . M. H. Chakeres, vice-president and general manager, Chakeres Theatres, Inc., Springfield, O., has announced the following managerial appointments—Dewey Van Scoy, Xenia Theatre and North Xenia Drive-In, Xenia, O., succeeding Francis DeZengremel, who is transferred to the Fairborn, and Russell Mansfield to the Skyborn Drive-In, Fairborn, O. Roger Baker is new manager, Park Layne #69, New Carlisle, O., and Stockton Shafer for the State, Greenville, O. . . . Melody #49" is the name selected for Chakeres circuit's newest drive-in, Dayton, O., after a month-long "name the drive-in" contest conducted by W.I.N.G., Dayton. \$250 was awarded to the top contestant for "Melody #49," and season passes were awarded to the next two contenders. The 1100-car deluxe drive-in, located at the intersection of State Route #49 and Interstate #70, is now under construction and is scheduled for completion in early July. Ray Stutz has been appointed manager.

CLEVELAND

The downtown Palace opened an exclusive run of the Walter reade-Sterling production, "The Gospel According to Saint Matthew." . . . The Capitol reopened and will offer both foreign and American films four days each week. . . . The new Auto Drive-In is still trying to open, but with the weather as cool as it is, they haven't missed too much. . . . The next Cinerama production for the new SW Great Northern Cinerama will be United Artists' "Khartoum," to arrive late in June. . . . Twentieth Century-Fox's next roadshow, "The Blue Max," may find a home here late this summer. . . . Jack Zide announces the appointment of Bill Kohagen as branch manager for Imperial Pictures, Cleveland, replacing Jack Lewis, who has just resigned.

COLUMBUS, O.

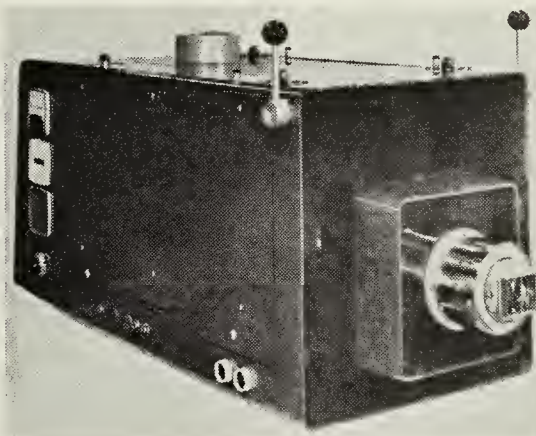
Loew's Ohio held "The Ugly Dachshund" for a second week, and RKO Palace had a second session for "Harper." . . . Manager James Tibbetts, Grand Cinerama, has booked

Cinerama's "Khartoum" to start June 29. . . . Mayor M. E. Sensenbrenner shoveled the first spadeful of dirt on the site of the 1200-seat General Cinema Corp. de luxe suburban theatre at Great Western Shopping Center. . . . Screen star Joan Bennett will join the cast of the Kenley Players' stage production of "The Women" the week of Aug. 2 at Veterans Memorial. The revised cast for "The Women" includes Marge Champion, Dagmar, Claire Luce, Meredith MacRae, Marilyn Maxwell, Elaine Stritch, and Mamie Van Doren. Tab Hunter will be seen with Connie Stevens in the Kenley production of "Two For The Seesaw" the week of July 5. Screen actress Elizabeth Allen will be cast with Walter Slezak in "Oliver" the week of Aug. 16.

DALLAS

Philip Dunne, writer-director of "Blindfold," which opened at Cine-Big Town, was

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a visitor here to promote the film. . . . Walter Slezak will be guest speaker for Friday Forum on Nov. 18 at Cinema I in North Park. This is the first of six programs scheduled for the 1966-67 season of Friday Forum. All will be presented at Cinema I at 10:30 a.m., approximately one a month from October to May. Slezak will speak on "Show Business is No Business." . . . Bill Travers and Virginia McKenna, seen in "Born Free," were visitors on behalf of the film at the Delman. . . . James Francis Gillespie retired on May 30 as exploitation representative with 20th-Fox. Gillespie has been serving the southwest and portions of the southland for 20 years. He has been in show business 60 years with touring shows, the jazz age, and roadshow movies. . . . Dallas News amusement editor William A. Payne is scheduled to visit the set of Metro-Goldwyn-Mayers "The Dirty Dozen," being filmed in London. Trini Lopez, Dallas singer is in the cast of the film. . . . Alan Arkin and Norman Jewison were in Dallas to promote "The Russians Are Coming." A sneak preview was held at the Majestic. . . . "Shane" has opened a multiple run at 13 area theatres. . . . Prints of a double bill at the Denton Road Drive-In were reported as stolen to local police. The films were "Breakfast at Tiffany's" and "The Silencers" and were valued at \$2,000.

DENVER

Norman Neilsen, manager, new Continental, which has been showing "The Agony and the Ecstasy" since its opening three months ago, has opened "Oklahoma" for a hard ticket run. The reissued film had its original showing here at the famous old Tabor Opera House, now razed. . . . Marvin Goldfarb, Buena Vista district manager, has been in Albuquerque setting up Disney bookings in that area. . . . An Early Bird screening of "Madame X" is being set especially for secretaries at the Centre here. The film is to start at 7 a.m., and the gals will be invited to partake of a 6:30 breakfast prior to the show. Picture will be over at 8:45 so they can be on the job if their bosses resent late arrivals. . . . A police car chasing a motorist in a stolen car rammed into the side of a car being driven by 69-year-old Jack B. Crouch, projectionist at the Esquire, killing him. . . . Back at the local United Artists branch here as office manager is Toni Dyesterhuis. . . . A bronze medal was awarded Cully Marshall, son of Mr. and Mrs. Bruce Marshall (he is Columbia salesman) for the boy's prowess in the Aurora Relays held recently in the suburban city.

DES MOINES

Carl Schwanebeck, Knoxville, has purchased the Iowa, Winterset, from Eben Hayes. Schwanebeck operates the Grand and Knoxville drive-in, Knoxville. . . . The Strand, Dubuque, has reopened after an extensive remodeling program. . . . Variety Tent 15 at Des Moines has appointed a new project committee headed by A. Don Allen as chairman. Serving with Allen will be former Des Moines mayor Charles Iles, Myron Blank, head of Central States Theatres, and Abe Clayman. The Des Moines Variety Club has one Sunshine Coach in operation and a second bus on the way. . . . The 13th international convention of WOMPI will be held in Des Moines at Hotel Savery from Sept. 30 through Oct. 2. Betty Hemstock, Central States Theatres, is convention chairman, and serving with her on the planning committee will be Leone Matthews, Tri-States, and Florence Work, Central States.



L to R—Worcester Mayor George A. Wells greets Emile Dauphinais, president, Lincoln Plaza Center, as Chester L. Stoddard, vice-president, C-M-R theatres, and Leo Lajoie, resident manager for new 900 seat Plaza indoor theatre, to be built by ABC in Worcester, Mass., area this year, look on.

HOUSTON

The Houston Post is conducting a contest in conjunction with the showing of "The Last of the Secret Agents" with Allen and Rossi at the Majestic. The contest, "Your Favorite Joke," will be judged by Allen and Rossi and will provide a \$100 U. S. Savings Bond to the winner. Runnersup will receive free passes to the movie. . . . A number of Hollywood celebrities attended the opening of the new Houston Music Theatre. Art Linkletter was master of ceremonies for the telecast. . . . Jeff Millar, Houston Chronicle, wrote an essay on the frustration of bad movie prints. He went to a drive-in and remarked on how bad the print was on the screen. . . . Cornel Wilde appeared on stage of the Majestic in conjunction with the opening of "The Naked Prey." . . . The Houston Post is conducting a contest for boys and girls 14 and under in conjunction with "Around the World Under the Sea," scheduled to open at the Metropolitan on June 9. Grand prize winner of the contest will receive a free trip to Miami Beach for the world premiere of the film. Entrants are being asked to spell out the reason when they would like to see the world premiere showing at Miami Beach. The first 1,000 entries automatically win passes for two at a special preview of the film.

JACKSONVILLE

Marty Shearn, manager, Florida State Theatres' Center, has had a fine response from church people of many denominations who have requested his discount coupons for attending showings of Cecil B. DeMille's "The Ten Commandments." . . . WOMPI members who provided an industry service by serving as hostesses at several advance screenings of "Born Free" in the Preview Theatre were local WOMPI president Mary Hart and international vice-president Anne Dillon, both of FST; Joyce Malmborg, Celia Brugh, and Violet Davis, Allied Artists; Kitty Dowell, Eleanor Moon, and Sandra Easley, MGM; Ida Belle Levey, United Artists; and Claudia Taylor and Barbara Hutchinson, FST. . . . Marvin Skinner, who recently joined the FST booking staff, has relieved Tom Sawyer in the work of scheduling distribution screenings into the Preview Theatre, and Sawyer now heads the booking department. . . . WOMPI members are busy collecting used household goods, furnishings, and clothing for an all-day rummage sale at the Brentwood Housing Project. . . . Bob Capps, MGM manager, spent several days calling on exhibitors in the Tampa-St. Petersburg area. . . . Jayne Mans-

field came here for a singing performance at the Civic Auditorium and to publicize her country music motion picture, "Las Vegas Hillbillies." . . . The San Marco Art Theatre rounded out an engagement with "The Shop on Main Street," winner of the best foreign film Academy Award, and opened with an English offering, "Stop the World—I Want to Get Off." . . . A lavish advertising program for the opening of "Doctor Zhivago" at Sheldon Mandell's Five Points included color signs on the sides of a city bus fleet. . . . "Blindfold," which attracted wide public notice when it was filmed in the vicinity of nearby Ocala last year, opened on the screen of the downtown Florida.

MIAMI, FLA.

The San Carlos, Key West, was the scene of the world premiere of "The Devil's Sisters," latest release of Thunderbird International Pictures. The film was shot at the Empire Studios, Davie, Fla. . . . A sports car Gymkhana will be held on Palm Springs Mile, the busy business street in front of the Palm Springs Theatre, Hialeah, in connection with the showing of "Fireball 500." The Miami Sports Car Club is running the Gymkhana with the approval of the Palm Springs Merchants Association. . . . Sympathy was extended to Fred Lee, manager, Coral Ridge, Ft. Lauderdale, in the death of his mother in Jacksonville. . . . Hayes Garbarino, manager, Florida, West Palm Beach, held a screening of "Born Free" to honor the 10 top students in each of the 84 Palm Beach County schools. . . . Hal Cummings, manager, Lake, Lake Worth, secured the sponsorship of the opening night of "The Greatest Story Ever Told" by the Palm Lake Baptist Association. . . . Elvis Presley's \$35,000 custom-built gold car was touring shopping centers in Dade and Broward Counties to publicize the opening at Florida State Theatres of "Frankie and Johnnie." . . . A special theatre party was held at the Coral, sponsored by Radio Station WQAM, on "Trouble with Angels." Screenings were held for the local Catholic Diocese prior to opening at the Coral, Coral Gables. Student members of the Miami News "Teen Scene" page were guests at a screening of the picture in the Florida State Theatres screening room. . . . The father of Martin Balsam, winner of the Academy Award for his supporting actor role in "A Thousand Clowns," was the guest of manager Jimmy Barnett at the Olympia, downtown Miami, to see the picture.

MEMPHIS

Frank Patterson reopened the City, Junction City, Ark. . . . Film Transit has received word from Jack Braunagel that he has opened a drive-in in Helena, Ark. . . . Lamar, Airways, Park, Malco, Northgate, New Daisy, Plaza, and Memphian cooperated in the showing of the two films presented by the American Cancer Society. A Memphis physician participated in the free program at each theatre, and nurses served as ushers. . . . The Ku Klux Klan's demonstration against the showing of "A Patch of Blue" created great interest in the picture and admiration for the Plaza for showing this picture of one human being's sympathy for another. Presently, Ken Godere, manager, is considering holding the picture over for a fourth week. Letters to the editors of local papers have been published praising the Plaza for showing the film. The New Daisy, a house in the heart of famed Beale Street, has booked "A Patch of Blue" beginning June 4. . . . The local WOMPI had its May dinner meeting at the Variety Club. Plans were made for the annual banquet for the installation of officers and the honoring

of The-Boss-Of-The-Year. New WOMPI officers are Mrs. Marianne Bartlett, president, 20th Century-Fox; Miss Lois Boyd, first vice-president, Film Transit; Mrs. Margaret Irby, second vice-president, Howco; Mrs. Mary Katherine Baker, corresponding secretary, United Artists; Mrs. Martha Sappington, recording secretary, Columbia; and Miss Jessie Rae Lucy, treasurer, Malco. . . . Circulation is growing by leaps and bounds for the movie rating list which a St. Louis Catholic Church committee of women began publishing in March. The women distributed nearly 5,000 movie guides to individuals and church and club groups. . . . The newspaper column "Along Film Row" stated: "The bookers must think quite a bit of Frank Sinatra's 'Assault on a Queen.' The movie is booked into seven Memphis houses for first run at the same time. Five are drive-ins, and two are hard tops."

NEW HAVEN-HARTFORD

The Stanley Warner Roger Sherman, New Haven, will host New England premiere of 20th-Fox's "Stagecoach" June 29, with the local plant of Winchester-Western Division, Olin Mathieson Chemical Corporation, co-operating with Al Swett, SW New England advertising-publicity manager, on extensive regional promotion. Governor John N. Dempsey will attend a Winchester-Western function at the Ambassador Hotel, suburban Hamden, June 30. . . . Connecticut exhibition pioneer Irving C. Jacocks, owner, Branford, down-state Branford, will be honored at a testimonial dinner June 11 in the Ambassador Restaurant, Hamden, sponsored by the Branford Republican Town Committee. Jacocks, who is a State Representative from Branford, is a director of the Motion Picture Theatre Owners of Connecticut. . . . Andrew Bartlik, B & B Concessions, has disclosed plans for development of a 340-acre commercial recreation complex, including facility for motion pictures, in the Babcock Pond area of Colchester, midway between Hartford and New London. Plans include a 20-acre pond with 2,000 feet of sandy beach; a swimming pool; 500 camp sites for trailer and tent camping; golf driving range; putting greens; basket and volley ball facilities; tennis and bocci courts; motion pictures, dancing, and eventually restaurant facilities. About two-thirds of the area will be used for supervised recreation activity, open to Colchester residents on a season pass basis for a nominal charge. Colchester, 25 miles southeast of Hartford, has one hard-top theatre, the Colchester, owned and operated by Markoff Bros. Theatres. . . .

James Collins, General Cinema Corporation district manager, visited Alfred Alperin, resident manager at the Meadows D-I, Hartford. . . . John Scanlon III has dropped Monday and Tuesday performances at the Strand, Winsted. . . . Charlie Tolis, Tolis Theatres general manager, sold the Meriden parent-teacher council on sponsorship of a morning show, screening "Fluffy" and cartoons, and also rented the Meriden to International Silver Company for a general sales session attended by 250. . . . Charles Gaudino, formerly manager of Loew's Poli and more recently in an executive capacity with Western Massachusetts Theatres, Inc., Springfield-based circuit, is opening an Agawam, Mass., travel agency. . . . Ray Crum, formerly manager of Redstone Theatres' deluxe Cinema 1 and 2, West Springfield, Mass., is now associated with George Phelps in operation of the Majestic, West Springfield. . . . Bernadette Barton has been promoted from house staff to assistant manager of the Irwin Cohen first-run Bijou.



Louis Avolio, left, city manager for Frontier Theatres, and assistant Jesse Baca greet Universal producer Robert Radnitz in Albuquerque, N.M., where June world premiere of Radnitz's "And Now Miguel" will be held at Kime Theatre.

NEW ORLEANS

Variety Club of New Orleans, Tent 45, held the grand opening of their new club-rooms in the heart of the Vieux Garre on the third floor over Andrew Jackson Restaurant, 221 Royal Street. . . . The Ladies of Variety held their installation supper dance with Mrs. Connie Aufdemorte seated as president. Other officers are Mrs. Cathy Goodman, first vice president; Mrs. Vaugh Guarino, second vice president; Mrs. Susie Gelvin, recording secretary; Mrs. Shirley Brandon, corresponding secretary; and Mrs. Margaret Turner, treasurer. . . . Tent 45 Variety Club will hold a "101 Prize Night" for the benefit of its charities. Among the prizes will be portable tv sets, cameras, golf equipment, radios, electric blankets, toasters, lamps, etc., and round trip airline tickets for two to Nassau. Tent 45 has pledged to raise \$100,000 for Loyola University Dental School to extend their program of children's dentistry to help underprivileged children of the community. . . . Gulf States Theatres, McComb, Miss., have started work on the construction of the hard-top Oak Lawn Cinema, Texarkana, Tex. . . . C. Clare Woods, president, United Theatres of New Orleans; and president of the Louisiana Association of Theatre Owners; and Harry Thomas, an executive of Gulf States Theatres, have been named joint chairmen of the Louisiana Association of Theatre Owners-Mississippi Theatre Owners Association joint three-day convention scheduled to be held in the Broadway Beach Hotel, Biloxi, Miss., starting June 19. . . . The St. Bernard Drive-In, Arabi, La., reopened. G. F. Wiltse, Dallas, Texas, is owner; and Robert Ricouard is managing. . . . Billy Everett, Magee, Miss., acquired the ownership of the Lakeview Drive-In, Taylorsville, Miss., from A. W. Vowell.

PHILADELPHIA

Ellis Theatres reopened the completely refurbished Nixon and Tower formerly operated by AB-Paramount. Georgie Woods and other radio personalities appeared in the lobbies in person. Although the houses do not have stage shows, pickets from the stage-hands' union were on hand. . . . A 103-acre showplace in Lahaska, near New Hope, Pa., was purchased by Charles C. Arnold from Melvin J. Fox, theatre owner and president of Fox Enterprises, for \$112,500. The property which has a 15-room Colonial mansion was built in 1782 and remodeled in 1935. It contains 17 acres of pastureland, a swimming pool and a four-car

General Acquires Two D-I's

BOSTON—Richard A. Smith, president, General Cinema Corp., announced acquisition of two drive-ins by the Boston-based chain. The theatres are the Admiral Twin, Tulsa, Okla., and the Young Street, Buffalo, N. Y. Announcements of the acquisition of the drive-ins were made in joint statements by Smith and H. B. Robb and Alex Blue, operators of the Admiral Twin; and Nate Dickman and Harry Berkson, operators of the Young Street. The linking of the two drive-in theatres to the chain brings the number of units in the circuit to 106. General also operates the Boulevard Mall Cinema I & II in Buffalo, and plans to build a 1,200-seat theatre in the South Roads Mall Shopping Center in Tulsa. Nate Dickman, one of the former owners of the Young Street and an industry veteran will manage the Young Street D-I.

garage with an apartment. . . . Condolences to Columbia office manager Anthony Lamontaco on the death of his wife, Shirley. . . . Eddie Gabriel, Capital Film, one of Vine Street's oldest independent distributors, is getting ready to celebrate the anniversary of his exchange.

SALT LAKE CITY

Con Jaunti, assistant manager, Capitol, for some months past and also a student at the B.Y. University of Provo, Utah, has left for his home in Tehran, Iran. His post at the theatre has been assigned to E. Rich. . . . The Richy continues to successfully present foreign films several times each week. . . . Paramount's "The Ten Commandments" at the Southeast gains in popularity as it continues. According to manager C. Hopkisson, the picture is doing better at the boxoffice on its return run than many first runs. . . . The new Movie on Wasatch Boulevard, sister house to the art policy Tower, started an engagement of "The Shop On Main Street."

SAN ANTONIO

Services for local theatre owner Mario C. Otwell and his adopted son, Larry Lee Leitha, both killed in a plane crash near Crystal City, were held. Services for Otwell, 43, were in the Angelus Chapel, with burial in San Fernando Archdiocesan Cemetery. He was owner of the Empire here and the Wintergarden Drive-In, Crystal City, Tex. Survivors include his wife, one son, two daughters, two sisters, and two brothers. Services for Leitha, 26, were held in the Fort Sam Houston National Cemetery with full military honors. He is survived by his wife, one son, mother, and father. He was acting as manager of the Wintergarden Drive-In and was being transferred to San Antonio to manage the Empire. . . . Radio station KBER, local country and western music station, is cooperating in the showing of "Your Cheatin' Heart" at the Mission Twin (north screen) and Alamo drive-ins. . . . Lynn Krueger, manager, downtown Majestic, flagship of the Interstate Circuit, placed a box-office in front of the theatre which had a checkered front for the sale of tickets to the Memorial Day 500 mile race classic presented by closed circuit television. . . . A crew from the United States Information Agency was in the city to film a story on urban beautification in American cities. The film will be shown all over South America.

New High In Low Taste

BEVERLY HILLS—A new high in low taste recently is both puzzling and annoying to top personalities in the entertainment industry. A practical joker with macabre aberrations has been arranging "funeral services" for Hollywood celebrities. In the space of five days, targets of the grisly prankster were cinema stars Bette Davis and Lloyd Nolan and tv quizmaster Art Linkletter.

The grim joker's activities came to light when the secretary to Dr. Myron C. Cole, pastor of the Beverly Christian Church, telephoned a local newspaper to inquire about Nolan. When she was informed the actor is enjoying flourishing health, she said, "Someone called us, asking Dr. Cole to conduct funeral services for Mr. Nolan. He seemed quite authentic, introducing himself as 'David Don-

leavy of the Hollywood Park Mortuary' and said a member of Mr. Nolan's family would call us later. We made arrangements with our organist and soloist—and then began to wonder."

There is no "Hollywood Park Mortuary."

The church called the Inglewood Park Mortuary, owing to the similarity in location and name and believing an error might have been made. An Inglewood spokesman replied resignedly:

"Oh, yes. This is the third. A few days ago another church called us about services arranged for Bette Davis, and then another church called about rites arranged for Art Linkletter. In each case, they said the arrangements were made by a David Donleavy of the Hollywood Park Mortuary."

Judge Rules For UA In CATV Infringement Suit

NEW YORK—Judge William B. Herlands in Federal Court sustained United Artists in the suit brought by the company through its wholly owned subsidiary, United Artists Television, Inc., against the Fortnightly Corporation, community antenna system, which operates in West Virginia from executive offices in New York.

Fortnightly was taken to court over its allegedly unauthorized pickup of feature films and cartoons from five Philadelphia tv stations licensing and broadcasting UA material. The suit charged copyright infringement and asked for a permanent injunction against further unlicensed activity by Fortnightly.

Judge Herlands granted UA-TV an interlocutory decree and denied a Fortnightly motion to dismiss the action. Fortnightly was held guilty of infringing on the plaintiff's copyrighted motion pictures by giving public performances of the films for profit. Judge Herlands denied that Fortnightly had immunity under the law to show pictures without copyright and ruled that the Federal Communications Act of 1934 does not prohibit UA-TV from collecting royalties from the defendant's CATV systems for public performances of the plaintiff's copyrighted motion pictures.

It was indicated that Fortnightly will appeal. Louis Nizer represented UA in the case.

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7-Arts, Filmways Merger Off

NEW YORK—Eliot Hyman, president of Seven Arts Productions, Ltd., and Martin Ransohoff, chairman of Filmways, Inc., announced that because of operating and contractual problems which had proven more difficult than previously anticipated, Seven Arts and Filmways have mutually agreed to terminate all further merger negotiations.

Sameric Plans New D-150 Theatre



Construction of a new theatre has been announced by the Sameric Corp., Philadelphia based circuit. The modern structure will seat approximately 1,400, and is scheduled for completion this September. Planned as first run house, equipment will include D-150 extra-wide screen facilities making possible presentation of all formats including standard 70mm and 35mm productions. Stereophonic sound, scientifically regulated heating and air conditioning and virtually unlimited parking will offer patrons a deluxe motion picture theatre in the West Trenton, New Jersey area. Site for the latest addition to the Sameric chain is at Scotch Road and Parkway Avenue, in Ewing Township.

Plans for the theatre were drawn up by Harry Sternfield, F.A.I.A., and Harry H. Phillips, A.I.A., associate. The owners and developers are Louis H. and Earl Cahan. Louis Cahan is a veteran developer of shopping centers, apartment houses and commercial structures including theatres and office buildings. He was builder of the Orpheum Theatre, Mayfair House, Bankers Securities Building, Mitten Building, Chateau Crillion and developments in Trenton, New York, and other cities.

The new house, to feature a smoking mezzanine, will be named the Eric Theatre—Ewing.

SERVICESECTION

THE CHECK-UP of all Features and Short Subjects
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 1, 1966

SECTION TWO
VOL. 75, No. 17

FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Techniscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

. . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

A

- After The Fox UA
- Agent 83 1/4 A3 Cont.
- Agent For H-A-R-M U
- Agony And The Ecstasy, The A2 Fox
- Alfie Par.
- Alice In Wonderland In Paris Misc.
- All Men Are Apes Misc.
- All The Way (The Joker Is Wild)-Re. Para.
- Alphabet Murders, The A2 MGM
- Alphaville A3 For.
- Alvarez Kelly Col.
- Ambush Bay UA
- American Dream, An WB
- And Now Miguel U
- Any Wednesday WB

ALLIED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 BLOOD AND BLACK LACE—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller —Woolner Brothers
- 6513 CITY OF FEAR—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made abroad
- 6516 CURSE OF THE VOODOO—D—77m.—Bryant Haliday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English made
- 6514 DESERT RAVEN, THE—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 EL CID—D—181m.—(STR; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure should ride high—Filmed In Spain—Reissue
- 6412 ESCAPE BY NIGHT—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay programmer—English-made
- 6511 FINGER ON THE TRIGGER—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—Actionful western—Made in Spain
- 6517 FRANKENSTEIN MEETS THE SPACE MONSTER—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Exploitable science fiction dualler
- 6510 GUNMEN OF THE RIO GRANDE—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain
- 6535 HUMAN DUPLICATORS, THE—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)—Okay horror meller for duallers—Woolner Bros.
- 6602 LEATHER BOYS, THE—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of English teen-agers—English-made
- 6603 LEMONADE JOE—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments —European-made; dubbed in English
- 6501 MARA OF THE WILDERNESS—D—90m.—(C)—Adam West, Linda Saunders—5293 (6-23-65)—Outdoor adventure is okay family program entry
- 6606 MOONWOLF—MD—85m.—Carl Moehner, Ann Savo—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 MUTINY IN OUTER SPACE—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction meller—Woolner Bros.
- 6507 OPERATION C.I.A.—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed In Thailand
- 6604 PARTY'S OVER, THE—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama is intermittently interesting—English-made
- 6413 RACING FEVER—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for program
- 6504 TAFFY AND THE JUNGLE HUNTER—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333 (10-20-65)—Okay jungle adventure good for kids, and family audiences
- TERROR IN THE CITY—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry
- 6509 TICKLE ME—MU—90m.—(PV; DC)—Elvis Presley, Jocelyn Lane—5293 (6-23-65)—Loads of songs and gals brighten Presley starrer

COMING

DISK-O-TEK HOLIDAY—(C)—Freddy & The Dreamers
MAGIC WEAVER, THE—(C) Fairy Tale
NIGHTMARE CASTLE—Barbara Steele
OH! THOSE MOST SECRET AGENTS—Franco and Cicco
ONCE UPON AN ISLAND—(C)—Hans Peterson, Chita Norby

AMERICAN INTERNATIONAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 BIG T.N.T. SHOW, THE—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good bet for teens
- 6522 BLOOD BATH—MD—69m.—William Campbell, Marissa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 DR. GOLDFOOT AND THE BIKINI MACHINE—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—5349 (12-1-65)—Exploitable programmer should do okay as part of show.
- 6512 DIE, MONSTER, DIE—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful horror epic
- 6601 DIRTY GAME, THE—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Annie Girardot—5393 (4-27-66)—Interesting espionage thriller—Filmed abroad
- 6511 ECCO—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational —Italian-made; English narration
- 6604 GHOST IN THE INVISIBLE BIKINI—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Karloff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- GIRL GETTERS, THE—D—93m.—Oliver Reed, Jane Merrow—5398 (5-11-66)—Well-made tale of resort romances—English-made
- 6603 GREAT SPY CHASE, THE—CMD—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cut spoof of spies in action—Filmed abroad; dubbed in English
- 6509 HOW TO STUFF A WILD BIKINI—CC—93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set
- LA DOLCE VITA—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue

PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF

Apache Gold A1 Col.
 Apache Uprising A2 Par.
 Arabesque A3 U
 Arizona Raiders, The A2 Col.
 Around the World Under the
 Sea A1 MGM
 ● Assault On A Queen Par.

B

Ballad of Love, A For.
 Bambi-Re. BV
 ● Bang You're Dead AIP
 Band of Outsiders For.
 ● Batman Fox
 Battle of the Bulge A1 WB
 Beach Ball B Par.
 ● Beardless Warriors, The U
 Bellboy, The-Re. Par.
 ● Beau Geste U
 Bedford Incident, The A2 Col.
 ● Bible, The Fox
 Big T.N.T. Show, The A2 A1
 Big Hand for the Little Lady, A A2 WB
 ● Biggest Bundle of Them All, The MGM
 ● Bikini Party in a Haunted House AIP
 Billie A1 UA
 ● Billy The Kid Vs Dracula A1 EMB
 ● Birds Do It Col.
 Blindfold U
 Blood And Black Lace B AA
 Blood Bath A1
 ● Blue Max, The Fox
 Boeing-Boeing B Par.
 Born Free A1 Col.
 Bounty Killer, The A2 EMB
 Boy Cried Murder, The U
 ● Boy, Did I Get A Wrong Number A3 UA
 Breakfast at Tiffany's-Re A3 Par.
 Bremen Town Musicians, The A1 FOR
 Brides of Dracula, The-Re. U
 Brigand of Kandahar, The A2 Col.
 ● Bullwhip Griffin BV
 Bunny Lake Is Missing A3 Col.

C

Carry On Cleo For.
 Casanova '70 B Emb.
 ● Casino Royale Col.
 Cast A Giant Shadow UA
 ● Castle of Terror AA
 ● Cat, The EMB
 Cavern, The A2 Fox
 ● Chamber Of Horrors WB
 Chase, The A3 Col.
 Cinerama's Russian Adventure A1 Misc.
 Cincinnatti Kid, The B MGM
 City of Fear B AA
 Cloportes C For.
 Clouds Over Israel For.
 Coast of Skeletons For.
 Come Blow Your Horn-Re. Para.
 Contest Girl Cont.
 ● Covenant With Death, A WB
 ● Convict Stage A2 Fox
 ● Countess From Hong Kong, A U
 Curse Of The Fly, The A2 Fox
 Curse of the Voodoo B AA

D

● Dangerous Days of Kiowa Jones MGM
 Dark Intruder A2 U
 Darling A4 Emb.
 ● Daydreamer, The Emb.
 ● Deadly Affair, The Col.
 ● Deadly Bees, The Par.
 Dear John C For.
 ● Desert Raven, The B AA
 Devils of Darkness B Fox
 ● Devil's Own, The Fox
 Die, Monster, Die A2 A-1
 ● Dirty Dozen, The MGM
 Dirty Game, The A1
 ● Disk-O-Tek Holiday AA
 ● Dollar Ahead, A UA
 Do Not Disturb Fox
 Dr. Goldfoot And The Bikini
 Machine A2 A1
 ● Dr. Goldfoot and the Love Bombs AIP
 Dr. Who and the Daleks Cont.
 Doctor Zhivago A2 MGM
 Don't Worry, We'll Think Of A
 Title A1 UA
 Dracula-Prince of Darkness A2 Fox
 Duel At Diablo UA

E

Ecco A1
 EL CID-Re AA
 ● El Dorado Par.
 ● El Greco Fox
 ● Eli Kotch Col.
 Enough Rope For.
 Escape By Night A2 AA
 Evening with The Royal Ballet, An For.
 ● Every Day Is A Holiday Col.
 ● Eye for An Eye, An Emb.

6518 PAWNBROKER, THE—D—114m.—Rod Stelger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama
 heightened by superb acting—Landau
 6513 PLANET OF THE VAMPIRES—MD—86m.—(CS)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful
 science fiction entry
 6521 QUEEN OF BLOOD—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting
 science fiction horror entry
 SANDS OF BEERSHEBA—D—90m.—Diane Baker, David Opatoshu, Tom Bell—5405 (5-25-66)—Good adventure entry
 with topical twist—Filmed in Israel—Landau-Unger
 6516 SECRET AGENT FIREBALL—MD—89m.—(Widescope; C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—
 Fast moving spy meller for duallers—Filmed abroad; dubbed in English
 6510 SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—
 Cute teen comedy has angles to help
 6508 SKI PARTY—MUC—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Dwayne Hickman—5293 (6-23-65)—Another
 gem for teen-agers
 6515 SPY IN YOUR EYE—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller
 for the duallers—Italian-made; dubbed in English
 6505 SWINGERS' PARADISE—C—83m.—(TC; TS)—Ciff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for pro-
 gram—English-made
 6504 WAR-GODS OF THE DEEP—MD—85m.—(Coorscope)—Vincent Price, Tab Hunter, Susan Hart—5293 (6-23-65)—Good
 programmer

TO BE REVIEWED

BANG YOU'RE DEAD—(C; S)—Tony Randall, Terry Thomas
 BIKINI PARTY IN A HAUNTED HOUSE—PV; C)—Tommy Kirk, Deborah Walley
 DR. GOLDFOOT AND THE LOVE BOMBS—(WS; C)—Vincent Price, Fabian
 FIREBALL 500—(PU; C)—Frankie Avalon, Annette Funicello
 FRANKENSTEIN CONQUERS THE WORLD—Nick Adams
 TARZAN AND THE VALLEY OF GOLD—(PV; C)—Mike Henry, Nancy Kovack
 TOKYO OLYMPIAD—(C; S)—Documentary
 WAR—ITALIAN STYLE—Buster Keaton
 WHAT'S UP TIGER LILY?—(C; S)—Woody Allen
 WILD ANGELS, THE—(PV; C)—Peter Fonda, Nancy Sinatra

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

BAMBI—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue
 MONKEY'S UNCLE, THE—C—87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-
 type comedy
 THAT DARN CAT—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole
 family
 UGLY DACHSHUND, THE—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from
 Disney

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall
 FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McNery, Susan Hampshire—English-made
 FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles
 GNOMOBILE, THE—Walter Brennan, Tom Lowell
 HAPPIEST MILLIONAIRE, THE—(TC)—Fred MacMurray, Tommy Steele, Greer Garson
 JUNGLE BOOK, THE—(TC)—Cartoon Feature
 LT. ROBIN CRUSOE, U.S.N.—(TC)—Dick Van Dyke, Nancy Kwan
 MONKEYS GO HOME—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones
 WILLIE AND THE YANK—Nick Adams, Jack Ging, Peggy Lipton

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65025 APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed
 abroad; dubbed into English
 66006 ARIZONA RAIDERS—W—88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with
 color added
 66013 BEDFORD INCIDENT, THE—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark,
 poignant drama can be sold on many counts
 66008 BRIGAND OF KANDAHAR, THE—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay program-
 mer—English made
 66010 BUNNY LAKE IS MISSING—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exer-
 cise in tension and suspense holds interest—Made in England
 66028 BORN FREE—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the
 family
 66019 CHASE, THE—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama
 66005 GREAT SIOUX MASSACRE, THE—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)
 —Okay programmer
 GUNS OF NAVARONE, THE—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)
 —High rating adventure yarn—Reissue
 66007 HARVEY MIDDLEMAN, FIREMAN—C—75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple,
 amusing offering has satiric bite
 66017 HEROES OF TELEMAR, THE—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsen—5349 (12-1-65)
 —Action packed war adventure should have wide appeal
 66015 KING RAT—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's
 66022 LIFE AT THE TOP—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At
 At The Top"—English-made—(Royal Films Int.)
 66052 LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made
 LOST COMMAND—MD—129m.—(PV; C)—Anthony Quinn, Alain Delon, Michele Morgan—5405 (5-25-66)—Inter-
 esting action entry—Filmed abroad
 66012 MAGIC WORLD OF TOPO GIGIO, THE—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)
 —For the fry—Filmed in Italy; English language
 66009 MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering
 needs special attention
 RIDE BEYOND VENGEANCE—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—
 Superior adventure drama could be a real sleeper
 66022 SILENCERS, THE—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-
 spy entry should be big crowd pleaser
 STUDY IN TERROR, A—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sher-
 lock Holmes vs Jack The Ripper fine for mystery fans—English-made
 66018 THAT MAN IN ISTANBUL—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-
 fast spoof on secret agents will delight audiences—Filmed abroad
 65027 THESE ARE THE DAMNED—D—77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301
 (7-21-65)—Adequate supporting fare—English-made
 66011 TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed
 abroad
 66027 TROUBLE WITH ANGELS, THE—C—112m.—(C)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—
 Fine film for the family with star names to help
 66014 WINTER A-GO-GO—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen
 set
 66016 YOU MUST BE JOKING—C—100m.—Michael Callan, Llonel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import
 —English-made

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule
 BIRDS DO IT—(C)—Soupy Sales, Tab Hunter, Doris Dowling
 CASINO ROYALE—(PV; C)—Peter Sellers, David Niven, Ursula Andress
 DEADLY AFFAIR, THE—(C)—James Mason, Simone Signoret, Maximilian Schell
 ELI KOTCH—(C)—James Coburn, Camilla Sparv, Aldo Ray
 EVERY DAY IS A HOLIDAY—(C)—Marisol, Angel Peralta—Spanish-made
 FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger
 GEORGY GIRL—James Mason, Lynn Redgrave—English-made
 IT'S WHAT'S HAPPENING—(PV; C)—Anthony Quinn, Martha Hyer
 KISS THE GIRLS AND MAKE THEM DIE—(C)—Michael Connors, Dorothy Provine
 LAST OF THE RENEGADES—(S; C)—Lex Barker
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon
 MAN CALLED FLINTSTONE, THE—(C)—Cartoon Feature
 MAN FOR ALL SEASONS, A—(C)—Paul Scofield, Wendy Hiller—English-made

MYSTERY OF THUG ISLAND, THE—(C)—Guy Madison—English-made
NIGHT OF THE GENERALS, THE—(PV; C)—Peter O'Toole, Omar Sharif
PROFESSIONALS, THE—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale
RAGE, THE—(TC)—Glenn Ford, Stella Stevens
TAMING OF THE SHREW, THE—(PV; C)—Richard Burton, Elizabeth Taylor
THREE ON A COUCH—(C)—Jerry Lewis, Janet Leigh
TRAITOR'S GATE—Gary Raymond, Catherina VonSchell—English-made
WALK, DON'T RUN—(C)—Cary Grant, Samantha Eggar, Jim Hutton
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 834—C—98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made
CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made
DR. WHO AND THE DALEKS—MD—85m.—(TC; TS)—Peter Cushing, Roy Castle—5405 (5-25-66)—Well made import could trigger popular series—English-made
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—Study of the modern world's Stone age people—Foreign-made
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—Effective, simple religious offering for selective audiences—Italian-made; English titles
GULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C) Produced by Hiroshi Okawa—5398 (5-11-66)—Good for kiddies and family trade—Japanese-made; English dialogue
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-14-66)—Moderately interesting import—French-made; English titles
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art spots—Japanese-made; English titles
McGUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-made meller may have heavy going in U.S.—English-made
RAILROAD MAN, THE—D—105m.—Pietro Germi, Luisa Della Noce, Sylva Koscina—5339 (10-20-65)—Fine import—Italian-made; English titles
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made
WALK IN THE SHADOW—D—83m.—Michael Craig, Janet Munro, Patrick McGoohan—5373 (2-16-66)—Effective drama—English-made

COMING

OMICRON—Renato: Salvatori
LOLLIPOP COVER—Don Gordon
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

508 BOUNTY KILLER, THE—W—92m.—(TC; TS)—Dan Duryea, Rod Cameron, Audrey Dalton—5294 (6-23-65)—Okay western program
509 CASANOVA '70—C—113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles
511 DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made
560 FASCIST, THE—CD—102m.—Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles
512 GIT!—D—92m.—(TC)—Jack Chapiain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences
505 ITALIANO BRAVA GENTE—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—Filmed abroad; English titles
JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC.—87m.—(Partly in color)—Narrated by Gregory Peck—5385 (3-30-66)
504 LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English
602 OSCAR, THE—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good, adult drama of a Hollywood heel
510 REQUIEM FOR A GUNFIGHTER—W—91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western
601 2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)—Spoof of spies offers cute entertainment—English-made
514 10TH VICTIM, THE—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat import offers different kind of entertainment—Italian-made; English titles and dialogue
513 VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

COMING

BILLY THE KID VS. DRACULA—(C)—John Carradine, Chuck Courtney
CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford
EYE FOR AN EYE, AN—(C)—Robert Lansing
IDOL, THE—Jennifer Jones, John Leyton—English-Made
JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—
MAN CALLED ADAM, A—Sammy Davis, Jr., Louis Armstrong, Ossie Davis
MAD MONSTER PARTY—(Animagic) Boris Karloff
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch
SPY WITH A COLD NOSE—Lawrence Harvey, Daliah Lavi, Lionel Jeffries
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten
WACKY WORLD OF MOTHER GOOSE—(PC)—Fairy Tale

MGM

DISTRIBUTED DURING THE PAST 12 MONTHS

6607 ALPHABET MURDERS, THE—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-it for the program—English-made
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest
6505 CINCINNATI KID, THE—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme
DOCTOR ZHIVAGO—D—197m.—(PV; C)—Omar Sharif, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High rating entertainment—Filmed abroad
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—Entertaining comedy romance
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; English titles
6606 HARUM SCARUM—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof helped by Presley draw
6609 HILL, THE—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grim drama of ilfe in a military prison—English-made
6618 HOLD ON—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's Hermits
LADY L—C—107m.—(PV; C)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has angles and names
6608 LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs
6603 LOVED ONE, THE—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences
6613 MADE IN PARIS—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertaining tale of romance, high fashion
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audiences and children—Made in India
6612 MONEY TRAP, THE—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—Fine cast boosts taut drama of crooked cops
6619 NORTH BY NORTHWEST—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High rating, entertaining Hitchcock entry—Reissue

F

Face of Fu Manchu, The AI For.
Family Jewels, The AI Par.
● Fantastic Voyage Fox
Fantomas AI For.
● Fahrenheit 451 U
Fascist, The EMB.
Faster Pussycat, Kill, Kill Misc.
Father Of A Soldier For.
Fiendish Ghouls, The For.
● 52 Miles To Terror MGM
● Fighting Prince of Donegal, The .. BV
Fine Madness, A WB
Finger On the Trigger AA
● Fireball 500 AI
Flame and the Fire Cont.
Flight Of The Phoenix, The Fox
● Follow Me, Boys BV
● Fortune Cookie, The UA
● Frankenstein Conquers The World .. A-1
Frankenstein Meets the Space
Monsters AA
Frankie and Johnny UA
Friends of the Family A3 For.
● Frontier Hellcat Col.
● Funeral in Berlin Par.
● Funny Thing Happened On the
Way To The Forum, A UA

G

● Gambit U
Ghidrah, The Three-Headed
Monster A2 Cont.
Ghost And Mr. Chicken, The U
Ghost In the Invisible Bikini AI
Girl Getters, The A3 AI
Git! AI EMB
Glass Bottom Boat, The A2 MGM
Glory Guys, The A2 UA
● Gnomobile, The BV
Gospel According To St. Matthew Cont.
Great Race, The A1 WB
Great Sioux Massacre, The A2 Col.
Great Spy Chase, The A3 AI
Greed In The Sun A3 MGM
● Gregory Girl Col.
Group, The UA
Gulliver's Travels Beyond the Moon Cont.
Gunmen Of The Rio Grande AA
Gunpoint AI U
Guns of Navarone, The-Re. Col.

H

Hallelujah Trail, The AI UA
Hamlet UA
Hansel and Gretel AI For.
● Happiest Millionaire, The BV
Harlow A3 Par.
Harper WB
Harum Scarum A2 MGM
Harvey Middleman, Fireman A2 Col.
Having A Wild Weekend A3 WB
● Hawaii UA
Help! AI UA
Hercules Against the Moon Men ... For.
Heroes Of Telemark A2 Col.
Hill, The A4 MGM
Hold On! MGM
● Hombre Fox
● Honey Pot, The UA
Horrors Of Spider Island Misc.
● Hotel WB
● Hotel Paradiso MGM
Hours Of Love, The For.
How Not To Rob A Department
Store For.
● How To Steal A Million Fox
How To Stuff A Wild Bikini B A-1
● How To Succeed In Business
Without Really Trying UA
Human Duplicators AA

I

● Idol, The A3 Emb.
● Incident At Phantom Hill, The AI U
Inside Daisy Clover A3 WB
ipress File, The A2 U
● Is Paris Burning? Par.
italiano Brava Gente A3 EMB
● It's What's Happening Col.

J

● Jesse James Meets Frankenstein's
Daughter Emb.
John F. Kennedy: Years of
Lightning, Day of Drums ... A1 Emb.
Johnny Nobody A2 For.
Johnny Reno A2 Par.
Johnny Tiger U

Judex A2 Cont.
Judith Par.
Juliet of the Spirits For.
●Jungle Book, The BV

K

●Kaleidoscope WB
●Khartoum UA
Kid Rodello Par.
King And Country A3 For.
King Kong Vs Godzilla-Re. U
●King of Hearts, The UA
King Rat A3 Col.
●Kiss the Girls and Make Them Die..Col.
Knack, The A4 UA
Knockout Misc.
Kwaidan Cont.

L

La Boheme A2 WB
La Dolce Vita-Re AI P
Lady L MGM
La Fuga C For.
Las Vegas Hillbillies A1 Misc.
●Last of the Renegades Col.
Last of the Secret Agents, The .. B Par.
Laurel and Hardy's Laughing 20's AI MGM
Leather Boys, The AA
Lemonade Joe AA
●Let's Kill Uncle U
●Lt. Robin Crusoe, U.S.N. BV
●Life At The Top Col.
Life Upside Down For.
●Liquidator, The A3 MGM
Little Nuns, The AI. Emb.
Little Ones, The A2 Col.
●Little Prince And The
Eight-Headed Dragon, The Col.
Living It Up-Re AI Par.
Lollipop For.
●Lollipop Cover A2 Cont.
Lord Love A Duck A4 UA
Lost Command, The A3 Col.
Love And Kisses A2 U
Love In Four Dimensions C For.
Loved One, The B MGM

M

Mad Executioners, The A2 Par.
●Mad Monster Party EMB
Madame X A3 U
Made In Paris A3 MGM
●Mademoiselle UA
●Magic Weaver, The AA
Magic World of Topo Gigio, The AI Col.
Male Companion For.
●Man Called Adam, A Emb.
●Man Called Flintstone, The Col.
Man Could Get Killed, A U
●Man For All Seasons, A Col.
Mara Of The Wilderness AI AA
Marriage On The Rocks B WB
●Matchless UA
Maya MGM
McGuire, Go Home Cont.
Merry Wives of Windsor, The .. A2 For.
Mickey One A3 Col.
●Mister Buddwing MGM
Modesty Blaise Fox
Moment to Moment A3 U
●Monkeys Go Home BV
Monkey's Uncle, The AI BV
Money Trap, The B MGM
Moonwolf AA
Morgan For.
Morituri (The Saboteur) A3 Fox
Mozambique For.
●Munster Go Home U
Murder Game, The Fox
Murder in Mississippi Misc.
Murieta A1 WB
Mutiny In Outer Space AA
My Fair Lady A1 WB
●My Last Duchess Par.
●Mystery of Thug Island, The Col.

N

Naked Prey, The A3 Par.
●Namu, The Killer Whale UA
Nanny, The A3 Fox
●Nevada Smith Par.
Never Too Late A3 WB
●Night of the Generals, The Col.
Night of The Grizzly Par.
North By Northwest-Re MGM
●Not With My Wife, You Don't WB

O

●Oh Dad, Poor Dad, Mama's
Hung You in the Closet and
I'm Feeling So Sad Par.

6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser
6616 **PATCH OF BLUE, A**—105m.—(PV)—Sidney Poitier, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with exquisite taste and sure to please discriminating audiences
SANDPIPER, THE—D—116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural
6604 **SECRET OF MY SUCCESS, THE**—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad
6623 **SECRET SEVEN, THE**—MD—94m.—(TS; EC)—Tony Russel, Helga Line—5394 (4-27-66)—Plenty of action for the program—Italian-made
6511 **SEVEN WOMEN**—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission trouble in China has angles and interest
6617 **SINGING NUN, THE**—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)—Warm, tuneful combination of religion and music
6621 **SON OF A GUNFIGHTER**—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)—Satisfactory western meller for the action program
6620 **SPY WITH MY FACE, THE**—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—Video hero in action on big screen
6622 **TIKO AND THE SHARK**—NOV.—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type audiences; art houses—Filmed in French Polynesia
6624 **TO TRAP A SPY**—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends upon tv's "Man From U.N.C.L.E." popularity
6615 **WHERE THE SPIES ARE**—MD—110m.—(PV; C)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adventure thriller—Filmed abroad
6610 **WHEN THE BOYS MEET THE GIRLS**—MU—110m.—(PV; MC)—Connie Francis, Harve Pressnell, Herman's Hermits—5351 (12-1-65)—Lightweight musical with appeal for younger set

COMING

BIGGEST BUNDLE OF THEM ALL, THE—(PV; C)—Robert Wagner, Raquel Welch
DANGEROUS DAYS OF KIOWA JONES—Robert Horton, Diane Baker, Sal Mineo
DIRTY DOZEN, THE—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker
52 MILES TO TERROR—Dana Andrews, Jeanne Crain
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made
MISTER BUDDWING—James Garner, Jean Simmons, Suzanne Pleshette
SPINOUT—(MC; PV)—Elvis Presley
THIS WAY OUT, PLEASE—(PU; MC)—Sandra Dee, George Hamilton, Celeste Holm
THREE BITES OF THE APPLE—(PV; C)—David McCallum, Sylva Koscina
THREE FOR A WEDDING—(MC; PV)—Sandra Dee, George Hamilton
2001—A SPACE ODYSSEY—(SP; C)—Gary Lockwood, Keir Dullea
VAMPIRE KILLERS, THE—(C)—Sharon Tate, Jack MacGowran
VENETIAN AFFAIR, THE—(MC; PV)—Robert Vaughn, Elke Sommer

PARAMOUNT

DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 **ALL THE WAY (THE JOKER IS WILD)**—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394—(4-27-66)—Joe E. Lewis biography is entertaining—Reissue
6519 **APACHE UPRISING**—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western bolstered by cast of old friends
6515 **BEACH BALL**—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5530 (10-6-65)—Okay entry for teen set
R6529 **BELLBOY, THE**—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue
6508 **BOING, BOING**—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers in furious frolic about sex.
R6505 **BREAKFAST AT TIFFANY'S**—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots
R6535 **COME BLOW YOUR HORN**—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very funny comedy should roll to top returns—Reissue
6422 **FAMILY JEWELS, THE**—C—100m.—(TC)—Jerry Lewls, Donna Butterworth—5294 (6-23-65)—Typical Lewis zaniness strictly for his fans
6423 **HARLOW**—D—125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess
6523 **JOHNNY RENO**—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has "names to help"
6520 **JUDITH**—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of early days of Israel and some of its people—Filmed in Israel
6518 **KID RODELO**—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama okay for program—Filmed abroad
6527 **LAST OF THE SECRET AGENTS, THE?**—C—90m.—(C)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—Generally amusing comedy
R6502 **LIVING IT UP**—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue
6516 **MAD EXECUTIONERS, THE**—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to carry lower half—Foreign-made dubbed in English
6525 **NAKED PREY, THE**—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry contains fine photography, plenty of action
6526 **NIGHT OF THE GRIZZLY, THE**—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-66)—Good adventure film
R6537 **ONE-EYED JACKS**—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive western—Reissue
R6501 **PARDNERS**—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music
6504 **PROMISE HER ANYTHING**—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany way-out farce with appeal for young adults—English-made
6530 **PSYCHOPATH, THE**—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interesting thriller—Filmed abroad
6507 **RED LINE 7000**—MD—110m.—(TC)—Gail Hire, James Ward—5343 (11-3-65)—Auto race grinder offers kicks for teens, immature adults
6510 **REVENGE OF THE GLADIATORS**—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English
R6506 **SABRINA**—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue
6514 **SANDS OF THE KALAHARI**—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (11-3-65)—Effective drama of human savagery in the struggle for survival—Made in Africa
6511 **SEVEN SLAVES AGAINST THE WORLD**—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans—Italian-made; dubbed in English
R6522 **SHANE**—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor classic—Reissue
6503 **SITUATION HOPELESS—BUT NOT SERIOUS**—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65)—Entertaining entry—Filmed abroad
6513 **SKULL, THE**—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad
6517 **SLENDER THREAD, THE**—D—98m.—Sidney Poitier, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller
6421 **SONS OF KATIE ELDER, THE**—W—122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western
6509 **SPY WHO CAME IN FROM THE COLD, THE**—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interesting filmization of best seller—Filmed abroad
R6524 **TEN COMMANDMENTS, THE**—D—219m.—(VV; TC) Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—One of the top entertainments of all time—Reissue
6512 **TOWN TAMER**—W—89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western
R6528 **VISIT TO A SMALL PLANET**—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue

COMING

ALFIE—(TS; TC)—Michael Calne, Shelley Winters—English-made
ASSAULT ON A QUEEN—(TC)—Frank Sinatra, Virna Lisi, Tony Franciosa
DEADLY BEES, THE—(TC)—Suzanne Leigh, Frank Finlay—English-made
ELDORADO—(TC)—John Wayne, Robert Mitchum, Michele Carey
FUNERAL IN BERLIN—(C)—Michael Calne, Eva Renzi
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron
NEVADA SMITH—(PV; EC)—Steven McQueen, Karl Malden
PARADISE, HAWAIIAN STYLE—(TC)—Elvis Presley
OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO BAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters
RED TOMAHAWK—(TC)—Howard Keel, Joan Caulfield

SECONDS—Rock Hudson, Salome Jens
SPIRIT IS WILLING, THE—Sid Caesar, Vera Miles, Cass Daley
SWINGER, THE—(TC)—Tony Franciosa, Ann-Margaret
THIS PROPERTY IS CONDEMNED—(TS; TC)—Natilie Wood, Robert Redford
WACO—(TC)—Howard Keel, Jane Russell
WARNING SHOT—David Janssen, Eleanor Parker
VULTURE, THE—(TC)—Robert Hutton, Broderick Crawford, Diane Clare
YOU JUST KILL ME—(PU)—Tony Curtis, Rosanna Schiaffino

20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 **AGONY AND THE ECSTASY, THE**—D—123m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works
527 **CAVERN, THE**—D—83m.—John Saxon, Brian Aherne, Roseanna Schiaffino—5346 (11-17-65)—Fair war programmer—Filmed abroad
517 **CURSE OF THE FLY, THE**—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made
518 **DEVILS OF DARKNESS**—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad
530 **DO NOT DISTURB**—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner
604 **DRACULA—PRINCE OF DARKNESS**—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made
602 **FLIGHT OF THE PHOENIX, THE**—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama
611 **MODESTY BLAISE**—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made
520 **MORITURI (THE SABOTEUR)**—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship
MURDER GAME, THE—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made
526 **NANNY, THE**—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made
601 **OUR MAN FLINT**—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines
605 **PLAGUE OF THE ZOMBIES, THE**—MD*—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made
608 **RASPUTIN—THE MAD MONK**—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made
609 **REPTILE, THE**—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made
529 **RETURN OF MR. MOTO, THE**—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry
523 **REWARD, THE**—D—82m.—(CS; DC)—Max Von Sydow, Yvette Mimeux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama
SABOTEUR, THE—See Morituri
555 **SOUND OF MUSIC, THE**—MU—174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad
528 **SPACEFLIGHT IC-1**—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England
STAGECOACH—OD—114m.—(CS; DC)—Ann-Margret, Red Buttons, Michael Connors—5406 (5-25-66)—Interesting, off-times absorbing western
WEEKEND AT DUNKIRK—D—101m.—(Franscope; DC)—Jean-Paul Belmondo, Catherine Spaak—5406 (5-25-66)—Okay import—Filmed abroad; dubbed in English

COMING

BATMAN—(WS; C)—Adam West, Burt Ward, Cesar Romero
BIBLE, THE—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston
BLUE MAX, THE—(CS; DC)—George Peppard, James Mason, Ursula Andress
CONVICT STAGE—Harry Lauter, Donald Barry
DEVIL'S OWN, THE—(WS; C)—Joan Fontaine, Alec McGowan
EL GRECO—(C)—Mel Ferrer, Rosanna Schiaffino
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien
HOMBRE—(PV; C)—Paul Newman, Diane Cilento
HOW TO STEAL A MILLION—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer
ONE MILLION YEARS B. C.—(CS; DC)—John Richardson, Raquel Welch
PREHISTORIC WOMEN—(CS; C)—Martine Beswick, Michael Latimer—English-made
SAND PEBBLES, THE—(Todd-AO; DC)—Steven McQueen, Candice Bergen, Richard Attenborough
SMOKY—(C)—Fess Parker, Diana Hyland
TWO FOR THE ROAD—(C)—Audrey Hepburn, Albert Finney
WAY, WAY OUT—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn
WITCHES, THE—(WS; C)—Joan Fontaine, Alec McGowan

UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw
6606 **CAST A GIANT SHADOW**—MD—140½m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action
6608 **DON'T WORRY, WE'LL THINK OF A TITLE**—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-55)—Comedy will have to depend on names—Schenck
6609 **DUEL AT DIABLO**—W—103m.—(DC)—James Garner, Sidney Poitier, Bibi Andersson—5406 (5-25-66)—Effective action entry of cavalry vs Apaches
6605 **FRANKIE AND JOHNNY**—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small
6511 **GLORY GUYS, THE**—CD—112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven
6604 **GROUP, THE**—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman
6512 **HALLELUJAH TRAIL, THE**—C—167m.—(Cinerama; TC)—Burt Lancaster, Lee Remick—5294 (6-23-65)—The west at its wildest makes for an unusual comic entry—Mirisch
6607 **HAMLET**—D—148m.—Innokenti Smokturnovsky—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad
790 **KNACK, THE—AND HOW TO GET IT**—C—84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert
6602 **LORD LOVE A DUCK**—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch
6515 **RETURN FROM THE ASHES**—D—105m.—(PV)—Maximillian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-10-65)—Intriguing drama—Filmed abroad—Mirisch
6612 **RUSSIANS ARE COMING, THE RUSSIANS ARE COMING, THE**—C—126m.—(PV; DC)—Carl Reiner, Eva Marie Saint, Alan Arkin—5407 (5-25-66)—A very funny film
6601 **THOUSAND CLOWNS, A**—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of state play—Harrell
6517 **THUNDERBALL**—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman
6603 **VIVA MARIA**—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs
6510 **WHAT'S NEW PUSSYCAT?**—C—108m.—(TC)—Peter Sellers, Peter O'Toole, Romy Schneider—5294 (6-23-65)—Wacky comedy has angles to sell—Filmed abroad—Feldman

COMING

AMBUSH BAY—Hugh O'Brian, Mickey Rooney—Courageous
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro
BOY, DID I GET A WRONG NUMBER—(TC)—Bob Hope, Elke Sommer—Small
DOLLAR A HEAD, A—(EC; TS)—Burt Reynolds, Tanya Lopert
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford
FORTUNE COOKIE, THE—Jack Lemmon, Walter Matthauondo, Ursula Andress

● Oh! Those Most Secret Agents AA
● Omicron Cont.
Once A Thief A3 MGM
Once Upon An Island AA
One-Eyed Jacks-Re. Para.
● One Million Years B. C. Fox
Operation C.I.A. A2 AA
Oscar, The EMB
Othello A2 WB
Our Man Flint B Fox
Out of Sight A2 U

P

● Pad, The U
● Paradise, Hawaiian Style A1 Par.
Pardners-Re A1 Par.
Party's Over, The AA
Patch of Blue, A A3 MGM
● Picture Mommy Dead Emb.
Pinocchio In Outer Space A1 U
● Place Called Glory, A EMB
Plague of the Zombies, The Fox
Planet of the Vampires, The A2 A1
Playground, The Misc.
● Prehistoric Women Fox
● Professionals, The Col.
Promise Her Anything A3 Par.
Psychopath, The Par.
Pussycat Alley For.

Q

Queen of Blood A1

R

Racing Fever B AA
● Rage, The Col.
Rage To Live, A A3 UA
Railroad Man, The A2 Cont.
Rare Breed, The A1 U
Ravagers, The For.
Rasputin—The Mad Monk Fox
Red Line 7000 B Par.
● Red Tomahawk Par.
Reptile, The A2 Fox.
Repulsion C For.
Requiem For A Gun Fighter .. A1 EMB
Return From The Ashes A3 UA
Return of Mr. Moto B Fox
● Return of the Seven UA
Revenge of The Gladiators, The . A2 Fox
Reward, The A2 Fox
Ride Beyond Vengeance Col.
● River of Dollars, A UA
Rope of Flesh Misc.
Russians Are Coming, The UA

S

Saboteur, The (see Morituri) Fox
Sabrina-Re B Par.
● Sailor From Gibraltar UA
● Sand Pebbles, The Fox
Sandpiper, The B MGM
Sands of Beersheba AIP
Sandra For.
Sands of The Kalahari A3 Par.
2nd Best Secret Agent In The
Whole Wide World EMB
● Seconds Par.
Secret Agent Fireball A2 A1
Secret Of My Success, The .. A2 MGM
Secret Seven, The MGM
Sergeant Deadhead A3 A1
Seven Slaves Against The World A2 Par.
Seven Women B MGM
● Shakespeare Wallah A3 Cont.
Shane-Re Par.
Shepherd Girl, The For.
Shop on Main Street, The For.
Silencers, The Col.
Slinging Nun, The A1 MGM
Situation Hopeless But
Not Serious A2 Par.
Ski Party A2 A1
Skull, The A2 Par.
Sleeping Beauty A1 For.
Sleeping Beauty, The A1 For.
Sleeping Car Murder, The B For.
Slender Thread, The A2 Par.
● Smoky Fox.
Snow White A1 For.
Son Of A Gunfighter A1 MGM
Sons Of Katie Elder, The A1 Par.
Sound Of Music, The A1 Fox
● Southwest To Sonora U
Space Flight IC-1 B Fox
● Spinout MGM
● Spirit Is Willing, The Par.
Spy In Your Eye A2 A1
Spy Who Came In From The
Cold, The A3 Par.
● Spy With A Cold Nose EMB.
Spy With My Face, The MGM

Stagecoach Fox.
 Stop the World—I Want To
 Get Off WB
 Study In Terror, A Col.
 Swedish Wedding Night C For.
 ●Swinger, The Par.
 Swinger's Paradise A1 A1

T

Tatty And The Jungle Hunter.. A1 UA
 ●Taming of the Shrew, The Col.
 ●Tarzan and the Valley of Gold A1
 Take It All C For.
 Ten Commandments, The-Re Par.
 Ten Little Indians For.
 ●10:30 P.M. SUMMER UA
 Tenth Victim, The B Emb.
 Terror In The City A3 AA
 ●Texas Across The River U
 That Darn Cat A1 BV
 That Funny Feeling A2 U
 That Man In Istanbul A3 Col.
 These Are The Damned A3 Col.
 Third Day, The A3 WB
 ●Three For A Wedding MGM
 ●Three On A Couch Col.
 ●13 MGM
 ●This Property Is Condemned B Par.
 ●This Way Out, Please MGM
 Thousand Clowns, A A3 UA
 ●Three Bites of the Apple MGM
 Thunderball A3 UA
 Tickle Me A2 AA
 Tiko and the Shark MGM
 ●Time Of Indifference Cont.
 To Trap A Spy MGM
 ●Tobruk U
 ●Tokyo Olympiad AIP
 ●Town Curtain U
 Town Tamer A2 Par.
 ●Traitor's Gate Col.
 ●Trampers, The Emb.
 Treasure Of Silver Lake A1 Col.
 Trouble With Angels, The Col.
 ●2001—A Space Odyssey MGM
 ●Two For The Road Fox

U

Ugly Dachshund, The A1 BV
 Underworld Informers A2 Cont.
 Up To His Ears For.

V

●Vampire Killers, The MGM
 ●Venetian Affair, The MGM
 Very Special Favor, A A3 U
 Village Of The Giants B Emb.
 Visit To A Small Planet-Re. Par.
 Viva Maria B UA
 ●Vulture, The Par.

W

●Waco A2 Par.
 ●Wacky World of Mother Goose ... Emb.
 ●Walk, Don't Run Col.
 Walk In The Shadow Cont.
 War Lord, The A3 U
 War Gods Of The Deep A-1
 ●War—Italian Style AIP
 ●Warning Shot Par.
 ●Way, Way Out Fox
 Weekend At Dunkirk A3 Fox
 Weird, Wicked World For.
 ●What Did You Do In The
 War, Daddy UA
 What's New Pussycat? B UA
 ●What's Up Tiger Lilly? A1
 When The Boys Meet The Girls A3 MGM
 Where The Spies Are A3 MGM
 ●Who's Afraid Of Virginia Woolf? .. WB
 Who Killed Teddy Bear? B Misc.
 W.I.A. (Wounded In Action) For.
 ●Wild Angels, The AIP
 Wild On The Beach A2 Fox
 Wild, Wild Winter U
 ●Willie and the Yank BV
 Winter A-Go-Go A2 Col.
 ●Witches, The Fox
 ●World's Greatest Swindles Cont.
 ●Wrong, Box, The Col.

Y

Year of the Horse, The Misc.
 You Must Be Joking A1 Col.
 Young World, A C For.

HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch
 HONEY POT, THE—Rex Harrison, Susan Hayward, Maggie Smith—Felman
 HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING—(PV; DC)—Robert Morse, Rudy Vallee—Mirisch
 KHARTOUM—(PV 70, TC)—Charlton Heston, Laurence Olivier
 KING OF HEARTS, THE—(C)—Alan Bates, Jean-Claude Brialy
 MATCHLESS—Patrick O'Neal, Ira Von Furstenberg—DeLaurentis
 MADEMOISELLE—Jeanne Moreau, Ettore Manni—Woodfall
 NAMU, THE KILLER WHALE—(C)—Robert Lansing
 RETURN OF THE SEVEN—(PV, EC)—Yul Brynner, Robert Fuller—Mirisch
 RIVER OF DOLLARS, A—(TS; TC)—Tom Hunter, Henry Silva
 SAILOR FROM GIBRALTAR—Jeanne Moreau, Ian Bannen
 10:30 P.M. SUMMER—Melina Mercouri, Peter Finch—Woodfall
 WHAT DID YOU DO IN THE WAR, DADDY?—(C)—James Coburn, Dick Shawn—Mirisch

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6604 AGENT FOR H.A.R.M.—MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-9-66)—Fair programmer
 AND NOW MIGUEL—D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry for youngsters and family trade
 ARABESQUE—CD—105m.—(TC)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-drama has potent cast—Made in England
 BLINDFOLD—CMD—102m.—(PV; TC)—Rock Hudson, Claudia Cardinale, Jack Warden—5407 (5-25-66)—Entertaining entry mixes mystery and laughs
 6606 BOY CRIED MURDER, THE—D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay programmer
 6612 BRIDES OF DRACULA, THE—MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror entry—English-made; Reissue
 6525 DARK INTRUDER—MD—59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
 6609 GHOST AND MR. CHICKEN, THE—C—90m.—(C)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute programmer for family trade
 6610 GUNPOINT—W—86m.—(C)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western
 6524 IPCRESS FILE, THE—MD—108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made
 6608 JOHNNY TIGER—D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for good program
 6411 KING KONG VS GODZILLA—MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry for program—Japanese-made—Reissue
 6527 LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry with angles for teens
 6605 MADAME X—D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is great for femmes
 6607 MAN COULD GET KILLED, A—CMD—110m.—(TC)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)—Top cast in romantic spy spoof—Filmed abroad
 6601 MOMENT TO MOMENT—D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story with involvements could attract femmes
 OUT OF SIGHT—CMU—90m.—(TC)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401 (5-11-66)—Beach type rock 'n' roller for program
 6528 PINOCCHIO IN OUTER SPACE—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon fun entry for Xmas release
 6603 RARE BREED, THE—D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and romance mixture offers adequate entertainment
 6523 THAT FUNNY FEELING—C—93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry
 6520 VERY SPECIAL FAVOR, A—C—104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy
 6526 WAR LORD, THE—MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again
 6602 WILD, WILD WINTER—CMU—80m.—(TC)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for lower half

COMING

BEARDLESS WARRIORS, THE—(C)—James Drury, Steve Carlson
 BEAU GESTE—(TC; TS)—Telly Savalas, Doug McClure, Leslie Nielsen
 COUNTESS FROM HONG KONG, A—(TC)—Marlon Brando, Sophia Loren
 FARENHEIT 451—(TC)—Julie Christie, Oskar Werner
 GAMBIT—(TC)—Shirley MacLaine, Michael Caine
 INCIDENT AT PHANTOM HILL, THE—(TC; TS)—Robert Fuller, Jocelyn Lane
 LET'S KILL UNCLE—(TC)—Nigel Green, Mary Badham
 MUNSTER GO HOME—(C)—Fred Gwynne, Yvonne DeCarlo, Terry Thomas
 PAD, THE—(TS; TC)—Brian Bedford, Julie Sommars
 SOUTHWEST TO SONORA—(TS; TC)—Marlon Brando, John Saxon
 TEXAS ACROSS THE RIVER—(TC)—Dean Martin, Alain Delon, Rosemary Forsyth
 TOBRUK—(TC)—Rock Hudson, George Peppard, Nigel Green
 TORN CURTAIN—(TC)—Paul Newman, Julie Andrews

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

555 BATTLE OF THE BULGE—D—162m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan—5359 (12-29-65)—War film has angles
 559 BIG HAND FOR THE LITTLE LADY, A—C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401 (5-11-66)—Highly entertaining comedy features virtuoso performances
 560 FINE MADNESS, A—CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce will titillate mature audiences
 553 GREAT RACE, THE—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top
 557 HARPER—MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detective yarn
 462 HAVING A WILD WEEKEND—C—91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made
 556 INSIDE DAISY CLOVER—D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment
 578 LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and culture lovers—Filmed in Italy
 552 MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names
 479 MY FAIR LADY—MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly Impressive entertainment headed right for the top
 554 NEVER TOO LATE—C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5334 (11-3-65)—Amusing filmization
 551 MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain
 579 OHELLO—D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shakespeare classic English-made
 558 STOP THE WORLD—I WANT TO GET OFF—MU—98m.—(TC)—Tony Tanner, Millicent Martin—5391 (4-13-66)—Filmed stage musical for selective audiences—English-made
 463 THIRD DAY, THE—D—119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

COMING

AMERICAN DREAM, AN—(TC, WS)—Stuart Whitman, Janet Leigh, Eleanor Parker
 ANY WEDNESDAY—(C)—Jane Fonda, Jason Robards
 CHAMBER OF HORRORS—(TC)—Patrick O'Neal, Suzy Parker
 COVENANT WITH DEATH, A—(C)—George Maharis, Laura Devon
 HOTEL—(TC)—Rod Taylor, Catherine Spaak, Karl Malden
 KALEIDOSCOPE—(WS; C)—Warren Beatty, Susannah York—English-made
 NOT WITH MY WIFE, YOU DON'T—(PV; TC)—Tony Curtis, Virna Lisi
 WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton

MISCELLANEOUS

ALICE IN WONDERLAND IN PARIS—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-2-66)—Cute cartoon for kiddies—Childhood Productions
ALL MEN ARE APES—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures
CINERAMA'S RUSSIAN ADVENTURE—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow
FASTER, PUSSYCAT, KILL, KILL!—MD—83m.—Tura Satana, Paul Trinka—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve
HORRORS OF SPIDER ISLAND—MD—75m.—Alex D'Arcy, Barbara Valentine—5337 (10-20-65) Fair horror programmer—Pacemaker
KNOCKOUT—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux
LAS VEGAS HILLBILLYS—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner
MURDER IN MISSISSIPPI—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme
PLAYGROUND, THE—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-19-65)—Off-beat experimental drama for arty set—Jerand
ROPE OF FLESH—M—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta
WHO KILLED TEDDY BEAR?—D—90m.—Sal Mineo, Juliet Prowse, Jan Murray—5338 (10-20-65)—Offbeat treatment of sex psychopath's world will revulse many—Magna
YEAR OF THE HORSE, THE—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

FOREIGN

DISTRIBUTED DURING THE PAST 12 MONTHS

ALPHAVILLE—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-1-65)—Way-out import for way-out art fans—French made; English titles—Pathe Contemporary
BALLAD OF LOVE, A—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino
BAND OF OUTSIDERS—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films
BREMEN TOWN MUSICIANS, THE—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood
CARRY ON CLEO—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made
CLOPORTES—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5403 (5-11-66)—Interesting import—French-made; English titles—Int. Classics
COAST OF SKELETONS—MD—90m.—(C)—Richard Todd, Dal Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts
DEAR JOHN—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III
ENOUGH ROPE—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio
EVENING WITH THE ROYAL BALLET, AN—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III
FACE OF FU MANCHU, THE—MD—96m.—(TS; TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts
FANTOMAS—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert
FATHER OF A SOLDIER—D—83m.—Sergio Zakhariadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino
FIENDISH GHOULS, THE—MD—74m.—Peter Cushing—5338 (10-20-65)—Okay programmer for exploitation spots—English-made—Pacemaker
FRIEND OF THE FAMILY—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—Import devotees should find this interesting—French-made; English title—International Classics
HANSEL AND GRETEL—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood
HERCULES AGAINST THE MOON MEN—MD—90m.—(WS; C)—Alan Steel—5338 (10-20-65)—Okay entertainment for the program—Italian-made; dubbed in English—Governor
HOURS OF LOVE, THE—D—89m.—(CS)—Ugo Tognazzi, Emmanuele Riva—5338 (10-20-65) Fairly interesting import for art spots—Filmed abroad—English titles—Cinema V
HOW NOT TO ROB A DEPARTMENT STORE—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Moderately amusing import—French-made; English titles—Artixio
JOHNNY NOBODY—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion
JULIET OF THE SPIRITS—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli
KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English—Laudau—Trans-American
LA FUGA—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics
LIFE UPSIDE DOWN—D—93m.—Charles Denner, Anna Gaylor—5339 (10-20-65)—Drama dealing with mental deterioration holds interest—French-made; English titles—Landau
LOLLIPOP—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times
LOVE IN FOUR DIMENSIONS—CD—108m.—Carlo Giuffre, Syola Koscina, Elena Martini—5339 (10-20-65)—Entertaining import compilation—Italian-made; English titles—Eldorado
MALE COMPANION—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics
MERRY WIVES OF WINDSOR, THE—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—filmed abroad; English language—Sigma III
MORGAN—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made
MOZAMBIQUE—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad
PUSSYCAT ALLEY—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone
RAVAGERS, THE—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (1-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere
REPULSION—D—105m.—Catherine Deneuve, John Fraser—5332 (10-20-65)—Shocking fare with limited appeal—English-made—Royal Films Int.
SANDRA—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.
SHOP ON MAIN STREET, THE—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent
SHEPHERD GIRL, THE—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films
SLEEPING BEAUTY—FAN—70m.—(C)—Narrated by Paul Tripp—5339 (10-20-65)—Okay for kiddie trade—Made abroad; dubbed in English—Childhood
SLEEPING BEAUTY, THE—BALLET—90m.—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.
SLEEPING CAR MURDER, THE—MD—90m.—(WSO)—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting import—French-made; English titles—Seven Arts
SNOW WHITE—FAN—74m.—(C)—Narrated by Paul Tripp—5340 (10-20-65)—Children should appreciate fairy tale—Made abroad; dubbed in English—Childhood
SWEDISH WEDDING NIGHT—D—96m.—Jarle Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.
TEN LITTLE INDIANS—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts
WEIRD, WICKED WORLD—DOC—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films
WIA (WOUNDED IN ACTION)—D—87m.—Steve Marlo, Maura McGivney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myrlad

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FEATURE FILMS
PRODUCTION NUMBERS and
NATIONAL RELEASE DATES
CURRENT and COMING

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

Allied Artists

- 6602 The Leather BoysJan.
(Rita Tushingham)
- 6601 El Cid (Reissue)Feb.
(Charlton Heston, Sophia Loren)
- 6603 Lemonade JoeMarch
(Karel Fiala)
- 6605 Oh! Those Most Secret AgentsApril
(Franco & Ciccio)
- 6604 The Party's OverApril
(Oliver Reed, Louise Sorel)
- MoonwolfMay
(Carl Moehner)
- Disk-O-Tek HolidayJune
(Freddy & The Dreamers)
- Once Upon An IslandJune
(Hans W. Petersen)

American-International

- 6517 The Big, T.N.T. ShowJan.
(Folk N' Rock Electrofilm Special)
- 6521 Queen Of BloodMarch
(John Saxon)
- 6522 Blood BathMarch
(William Campbell)
- 6601 The Dirty GameMarch
(Vittoria Gassman)
- 6604 Ghost In The Invisible BikiniApril
(Tommy Kirk, Deborah Walley)
- La Dolce Vita (Reissue)April
(Marcello Mastroianni, Anita Ekberg)
- It's a Sick, Sick WorldApril
(Narrated by Vincent Price)
- 6603 The Great Spy ChaseMay
(Bernard Blair)
- 6602 What's Up Tiger Lilly?May
(Woody Allen)
- Tarzan and The Valley Of GoldMay
(Mike Henry)
- The Girl GettersMay
(Oliver Reed, Jane Merrow)
- Frankenstein Conquers The WorldJune
(Nick Adams)
- Fireball 500June
(Frankie Avalon, Annette Funicello)

Buena Vista

- The Ugly DachshundFeb.
(Suzanne Pleshette, Dean Jones)
- Bullwhip GriffinApril
(Suzanne Pleshette, Karl Malden)
- Mary Poppins (Reissue)June
(Julie Andrews)

Columbia

- Night Of The TigerJan.
(Chuck Connors, Gloria Grahame)
- 66019 The ChaseFeb.
(Marlon Brando, Jane Fonda)
- Life At The TopFeb.
(Laurence Harvey, Jean Simmons)
- 66022 The SilencersMarch
(Dean Martin, Stella Stevens)
- 66028 Born FreeApril
(Bill Travers)
- Ride Beyond VengeanceApril
(Chuck Connors)
- 66027 The Trouble With AngelsApril
(Rosalind Russell, Hayley Mills)
- Mystery Of Thug IslandMay
(Guy Madison, Peter Van Eyck)
- Brigand Of KandaharMay
(Ronald Lewis)
- Guns Of Navarone (Reissue)May
(Gregory Peck, David Niven, Anthony Quinn)

- The TexicanJune
(Audie Murphy)
- Three On A CouchJune
(Jerry Lewis, Janet Leigh)
- Traitor's GateJune
(Gary Raymond)

Continental
(Walter Reade-Sterling, Inc.)

- The Gospel According To St. MatthewJan.
Contest GirlApril
(Janette Scott)
- Gulliver's Travels Beyond The MoonJune
(Feature Cartoon)
- McGuire, Go HomeJune
(Dirk Bogarde)

Embassy

- The OscarFeb.
(Stephen Boyd, Elke Sommer)
- Billy The Kid VS DraculaApril
(Chuck Courtney)
- Jesse James Meets Frankenstein's
DaughterApril
- The CatMay
(Peggy Ann Garner)
- The TrampersJune
(Gordon Scott)

MGM

- 6615 Where The Spies AreJan.
(David Niven)
- 6511 7 WomenJan.
(Anne Bancroft, Sue Lyon)
- 6612 The Money TrapFeb.
(Glenn Ford, Rita Hayworth)
- 6613 Made In ParisFeb.
(Ann-Margret, Louis Jourdan)
- 6616 A Patch Of BlueMarch
(Sidney Poitier)
- 6620 The Spy With My FaceMarch
(Robert Vaughn)
- 6624 To Trap A SpyMarch
(Robert Vaughn)
- 6618 Hold On!April
(Herman's Hermits)
- 6619 North By Northwest (Reissue)April
(Cary Grant)
- 6617 The Singing NunApril
(Debbie Reynolds)
- 6607 The Alphabet MurdersMay
(Tony Randall)
- 6621 Son Of A GunfighterMay
(Russ Tamblyn)
- 6622 Tiko and The SharkMay
(All Tahitian Cast)
- 6623 The Secret SevenMay
(Tony Russel)
- Around The World Under The SeaJune
(Lloyd Bridges, Shirley Eaton)
- MayaJune
(Clint Walker, Jay North)

Paramount

- 6517 The Slender ThreadJan.
(Sidney Poitier, Anne Bancroft)
- 6518 Kid RodeloJan.
(Janet Leigh, Don Murray)
- 6519 Apache UprisingJan.
(Rory Calhoun, Corinne Calvet)
- 6520 JudithFeb.
(Sophia Loren, Peter Finch)
- 6523 Johnny RenoMarch
(Dana Andrews, Jane Russell)
- 6504 Promise Her AnythingMarch
(Warren Beatty, Leslie Caron)
- 6525 The Naked PreyApril
(Cornel Wilde)
- R6524 The Ten Commandments—(Reissue)April
(Charlton Heston)
- Last Of The Secret AgentsMay
(Allen and Rossi)
- Night Of The GrizzlyMay
(Clint Walker)
- R6535 Come Blow Your Horn—(Reissue)May
(Frank Sinatra)
- R6536 All The Way (Reissue of "The Joker
Is Wild")May
(Frank Sinatra)
- R6537 One-Eyed Jacks (Reissue)May
(Marlon Brando)
- Paradise—Hawallan StyleJune
(Elvis Presley)
- The Bellboy—(Reissue)June
(Jerry Lewis)
- The PsychopathJune
(Patrick Wymark)
- Visit To A Small Planet—(Reissue)June
(Jerry Lewis)

20th Century-Fox

- The NannyJan.
(Betty Davis)
- Those Magnificent Men In Their Flying
MachinesFeb.
(Stuart Whitman, Sarah Miles)
- Dracula—Prince of DarknessMarch
(Christopher Lee)
- The Plague Of The ZombiesMarch
(Andre Morell)
- The Flight of The PhoenixApril
(James Stewart)
- Rasputin—The Mad MonkApril
(Christopher Lee)
- The ReptileApril
(Noel Willman)
- Weekend At DunkirkMay
(Jean Paul Belmondo, Catherine Spaak)
- StagecoachJune
(Ann-Margret, B. Cummings)

United Artists

- 6603 Viva MariaJan.
(Brigitte Bardot)
- After The FoxFeb.
(Peter Sellers)
- The GroupMarch
(Candice Bergen, James Broderick)
- Cast A Giant ShadowApril
(Kirk Douglas)
- A Thousand ClownsApril
(Jason Robards)
- Duel At DiabloMay
(James Garner, Sidney Poitier)
- Frankie and JohnnyMay
(Elvis Presley)
- Boy Did I Get A Wrong NumberJune
(Bob Hope)

Universal

- 6530 AndyDec.
(Norman Alden)
- BlindfoldJan.
(Rock Hudson, Claudia Cardinale)
- 6601 Moment To MomentJan.
(Jean Seberg, Honor Blackman)
- 6602 Wild, Wild WinterJan.
(Jay and the Americans; etc.)
- 6603 The Rare BreedFeb.
(James Stewart)
- 6604 Agent For H.A.R.M.Feb.
(Wendell Corey)
- 6605 Madame XMarch
(Lana Turner)
- 6606 The Boy Cried MurderMarch
(Veronica Hurst, Phil Brown)
- 6607 A Man Could Get KilledApril
(James Garner, Sandra Dee)
- 6608 Johnny TigerApril
(Robert Taylor)
- 6609 The Ghost and Mr. ChickenMay
(Don Knotts)
- 6610 GunpointMay
(Audie Murphy)
- And Now MiguelJune
(Guy Stockwell)
- Out Of SightJune
(Jonathan Daly)
- BlindfoldJune
(Rock Hudson, Claudia Cardinale)

Warners

- 557 HarperJan.
(Paul Newman, Lauren Bacall)
- 579 OthelloFeb.
(Laurence Olivier)
- 558 Stop The World—I Want To Get OffMay
(Tony Tanner, Millicent Martin)
- A Big Hand For The Little LadyJune
(Henry Fonda, Joanne Woodward)

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MOTION PICTURE

EXHIBITOR

JUNE 8, 1966

Volume 75

Number 18

IN THREE SECTIONS

THIS IS SECTION ONE



N. C. Court Kills 'Vague' Censor Law

(See Page 5)

Bishop Applauds "Woolf" Policy

(See Page 6)

Harry Brandt, president, Brandt Theatres, will be honored by the Wiltwyck School for Boys and will receive the Eleanor Roosevelt Award at a dinner tribute June 10 at the Hotel Plaza, New York, with United Nations Ambassador Arthur Goldberg delivering the principal address.

CASE FOR CODE REVISION . . . see editorial—page 3

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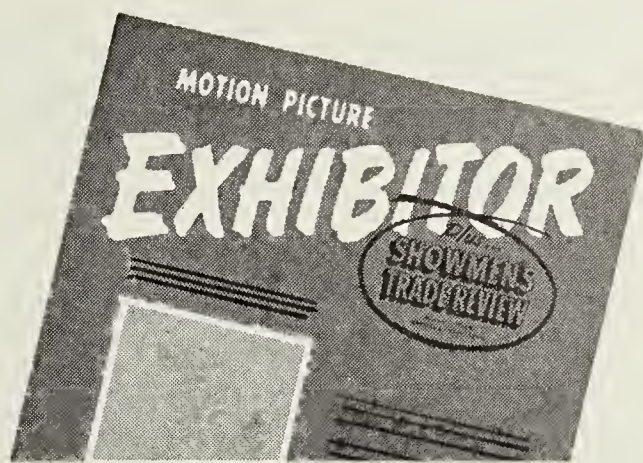
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Volume 75 • No. 18

June 8, 1966

Our 48th Year

A CASE FOR CODE REVISION

WHEN WARNER BROS. DECIDED to translate playwright Edward Albee's "Who's Afraid of Virginia Woolf?" from a stage play into a motion picture, the film company set the stage for a behind the scene drama as intense and "loaded" as the production itself. The "*man in the hot seat*" last week was Warner Bros.' president Jack L. Warner, whose "adults only" announcement signalled what may be a clear-cut confrontation of industry powers on the question of film classification.

By providing a contract clause limiting the showing of "Who's Afraid of Virginia Woolf?" to adult audiences, Warner Bros. took a decisive step in advancing the dialogue in the bitter controversy over who should protect whom from what. This action marks the first time a major film company has attempted to classify its own product, in defense of its right to create motion pictures for the adult segment of the U.S. film audience.

Backing up Warner Bros.' stand was the subsequent announcement by the National Catholic Office for Motion Pictures that the film was being rated A-4 (morally unobjectionable for adults, with reservations). This follows in the wake of other recent and similar rulings, including qualified approval of such controversial films as "The Servant" and "Darling."

The essence of both these actions is a growing recognition that employment of the screen for presentations of distinguished, adult motion pictures is both desirable and inevitable. The Catholic Office's executive secretary, Msgr. Thomas F. Little, who presumably authored or approved the agency's statement on "Virginia Woolf" commending Warner Bros. for its approach to handling the film in playoff, is on record as favoring further concessions on the liberalization of film content for adult audiences, providing the industry adopts some form of self-imposed classification.

At the time of writing, the film has yet to receive an MPAA Production Code Seal. We have not seen the film, under a no-screening policy that will remain in effect until the film's public premiere, but understand it is a fairly close rendition of the Albee Broadway production with both theme and language substantially intact. If this is the case, the only way the Code Seal can be granted without breaking down existing guidelines is by providing an "*exemption*" such as that granted Landau's "The Pawnbroker" last year.

We editorialized at length on the implications of the "Pawnbroker" fracas. The film, it will be remembered, received a condemned rating from the Catholic Office (then the Legion of Decency). The clamor and discussion of the need to revise the Production Code subsided while no real, constructive action was undertaken to bring the Code into conformity with present day realities.

The man on the hot seat this week is clearly Jack Valenti, newly-elected president of the MPAA. Like New York City's Mayor Lindsay, greeted in his first days of office with a crip-

pling transit strike, Valenti has been thrown into the thick of a battle that has been running, off-and-on, for many years. The temptation to provide a stopgap measure to settle the "Virginia Woolf" issue must indeed be a strong one to Valenti who, in all fairness, has scarcely had time to familiarize himself with industry affairs. But further hedging on the question of the Production Code will accomplish nothing. The arguments have been plainly stated, and the climate of opinion surrounding the censorship struggles is such that a clear-cut decision is urgent.

Warner Bros. has taken the initiative in bringing this question to a head. The other major film companies, who must throw their unanimous support behind the newly elected MPAA president or admit they really wanted a straw man with political pull rather than a true leader, should face the basic issues involved.

Those who shy away from the short-comings of classification are going to run right into the waiting arms of censorship. If American motion pictures are going to treat the endless array of explosive issues in modern life and thereby insure this industry a permanent role in the future of creative communications, the industry's governing bodies must make some basic distinctions concerning the problems presented by a mass market. The work of playwrights such as Genet, Brecht, Albee, Sartre, Odets are guidelines to what we can expect to see on the world's theatre screens. Albee did not write "Virginia Woolf" for a family audience, any more than Brecht or Genet wrote for the school assembly stage.

The most reasonable and responsible solution to the problem of selective exposure of films is to assist the public in making its choice by providing frank and clear guidelines. In its advertising and admissions policy, Warner Bros. is providing clear warning to the public that it has a dramatic heavyweight that may offend and go over the head of the less mature filmgoer.

The exhibitor who has experienced local pressures and harassment from censorship minded groups will recognize the valuable weapon provided him by producer classification, particularly should such classification be based on guidelines approved by our most prestigious industry associations. In many communities, there exists an enormous "gray area" where indecision about the merits of motion pictures prevents the full exposure of product that deserves a wide audience. This happened in the case of the "Pawnbroker," a fine film that received reluctant support at first but went on to distinguish itself with critics and public alike.

We hope Warner Bros.' gesture is not a one-shot measure. Those wary of "restricting" the playoff of their films will probably be enlightened by "Virginia Woolf" receipts, and others will want to study the mechanics of enforcing the contract. The issue, however, is larger than the candidate.

NEWS CAPSULES



FILM FAMILY ALBUM

Gold Bands

Marion C. Stark, daughter of Mr. and Mrs. Maurice Stark, Toronto, was married June 5 to Jeffrey A. Chaplin, son of Mr. and Mrs. Charles S. Chaplin, of Toronto. The groom's father is vice-president and Canadian general sales manager of Seven Arts Productions, Ltd.

Arrivals

Adolph Zukor, founder and chairman of the board emeritus of Paramount Pictures Corporation, became a great great grandfather with the birth of Scott Zukor Morse in Tucson, Ariz. The child, representing the fifth generation of Zukors, is the son of Boyd Morse, Jr., Zukor's great grandson, and Mrs. Morse.

Sick Call

George Kakonis, manager, Dipson's Capital, Steubenville, Ohio, is in the hospital.

Obituaries

Mary F. Becker, 61, Bristol, Pa., whose brother is William Keating, manager, Comerford's West Side Drive-In, Larksville, Pa., died.

Clayton Eastman, 65, Rutland, Vt., brother-in-law of Schuyler and George Beattie, died. He was associated with Paramount as branch manager in Albany, and United Artists in Buffalo.

David J. Grimes, 64, legal advisor to Paramount Pictures in the United Kingdom for the past 28 years, died in London. He was a partner in the firm of Kerly Son and Karuth, and was a director of both Paramount British Pictures Ltd., and Paramount Film Service Ltd.

Stuart Levy, 59, joint managing director with Nat Cohen of the Anglo Amalgamated distribution and production companies which make the "Carry On" films and handle AIP product in the United Kingdom, died after a heart attack in London.

George C. Reeves, Sr., died of a heart attack. He is survived by his wife and son, George C. Reeves, Jr., east coast legal counsel and business manager for American International Television, and east coast legal counsel for American International Pictures.

Louis W. Richmond, 69, veteran Boston exhibitor, owner of the former Kenmore, first of the art houses, and who was building the first new theatre in Boston from the ground up at Charles River Park, died at his summer home in Marblehead, Mass.

James Woolf, 46, noted British film producer, died in the Beverly Hills Hotel, Beverly Hills, Cal., of an apparent heart attack. With his surviving brother, John, he headed Romulus Films. Unmarried, he had taken an active role in British trade activities, including International Variety Clubs.

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., JUNE 6

Blockbuster Ad Sells U's Big Summer Slate

NEW YORK—Universal Pictures will spend more than a quarter of a million dollars in a single advertisement in Life Magazine to highlight the company's blockbuster summer release program, it was announced by David Lipton, Universal vice-president. The most expensive ad ever taken by a motion picture company, it will appear in four colors on the back of Life's three-page front cover foldout in the June 17 issue on sale June 13.

"Never before in the company's history have we had such a strong line-up of important pictures scheduled for summer release," said Lipton. "We intend to merchandise these in every possible manner and have chosen as a kickoff point this unique Life Magazine ad which will be seen by an estimated 33,000,000 readers."

The three-page ad, headlined "Outstanding Motion Pictures Coming to Your Favorite Theatres," spells out the word "Universal" in large block letters, each of which encloses photos of the stars appearing in the upcoming pictures.

The films included in the advertisement are "Torn Curtain," "Arabesque," "Beau Geste," "Gambit," "The Appaloosa," "Blindfold," "And Now Miguel," "The Plainsman," and "Munster, Go Home."

One hundred thousand reprints of the ad will be distributed around the world by Universal to exhibitors, newspaper and magazine editors and radio and television reporters. In addition, the ad will be given to all visitors to Universal's Studio Tour Center.



Robert Wakefield (left), New York advertising manager for Life Magazine shows an advance copy of the June 17 issue containing Universal's \$250,000 three-page front cover fold-out color ad to Claudia Cardinale, starred in "Blindfold," one of the nine pictures featured in the ad, and to David A. Lipton (right) Universal Pictures vice-president.



BROADWAY GROSSES

Holdovers Show Strength

NEW YORK—With mainly holdover product, the Broadway first runs continued to do good business. The breakdown was as follows:

"ARABESQUE" (U). Radio City Music Hall, with usual stage show, did \$86,000 on Thursday through Sunday, with the fifth and final week sure to top \$125,000.

"CAST A GIANT SHADOW" (UA). DeMille reported \$15,000 for the 10th week.

"DR. ZHIVAGO" (MGM). Capitol claimed \$30,000 for the 24th week.

"LADY L" (MGM). Loew's State stated that the third week would reach \$31,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced that the 67th week was \$44,000.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$30,000 for the second week.

"THE TEN COMMANDMENTS" (Paramount). Victoria stated the second week was \$33,000.

"MY FAIR LADY" (Warners). Criterion did \$21,000 on the 85th week.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama stated the eighth week was \$23,000.

MGM Wins Stock Split

NEW YORK—Metro-Goldwyn-Mayer's proposal for an increase in authorized shares and a 2-for-1 stock split has been approved by stockholders, it was announced by President Robert H. O'Brien. The report filed by the judges appointed by the meeting to count the votes stated that 1,294,809 shares had been voted for the proposal, representing 60.77 per cent of the shares voted and 51.35 per cent of the outstanding shares. The favorable vote of a majority of the outstanding shares was required to carry on the proposal.

"The endorsement given our proposal by a majority of the stockholders places us in a position to move forward with our program for the growth and development of MGM," O'Brien said. "The support we received is particularly gratifying since so much effort was made to create confusion and misunderstanding about our purposes."

O'Brien stated, "I am advised that Mr. Levin commenced an action . . . in Delaware to enjoin the two-for-one stock split. I understand that a hearing will be held on next Thursday (tomorrow) on Mr. Levin's motion to enjoin the filing of the amendment."

The quarterly dividend of 50 cents per share on the unsplit stock will be paid at the rate of 25 cents a share on the split shares in the event the split becomes effective on or before June 24.

N.C. Censorship Law "Too Vague"

Court Upholds Right Of Municipalities To Enact Anti-Obscenity Statutes If Properly Formulated

RALEIGH, N. C.—The North Carolina Supreme Court dismissed as too vague a High Point, N. C., ordinance against "vulgar, indecent, or offensive" motion pictures, but at the same time ruled that any municipality in the state has the right to enact its own obscenity laws.

Although ruling that warrants charging a High Point exhibitor were properly thrown out in a lower court because, in the court's opinion, they did not allege commission of a crime, it said the purpose of the ordinance was "commendable."

In a unanimous opinion, it said state laws against obscenity do not take away a municipality's right to enact ordinances of its own. It said the High Point ordinance was "vague and indefinite," but it attempted "to forbid acts not forbidden or permitted" by the state's obscenity statutes and therefore was not in conflict with state laws. The ruling was the first ever handed down in the state on the validity of local obscenity ordinances.

The High Point ordinance, adopted Feb. 19, 1965, makes it unlawful for "any person, firm, or corporation to construct or maintain, along any street or highway in a manner visible to the public using the street, any sign, billboard, or motion picture screen on which was printed or projected any nude or semi-nude picture or words which are vulgar, indecent, or offensive to the public morals."

A month after the ordinance was enacted, two warrants were issued against Vincent Furio, operator of Pointer Theatre, Inc., in High Point. The warrants charged that Furio did maintain "within the city limits or within one mile of High Point a motion picture screen on which was projected nude and semi-nude pictures of men and women in such a manner as to be visible to the general public" in High Point.

Furio was fined \$25 and costs in High Point's Municipal Court and given a 30-day suspended sentence. He appealed to Superior Court, where Judge John R. McLaughlin allowed defense motions to quash both warrants, an action which was appealed by Solicitor L. Herbin, Jr., representing the state.

In their motion to quash, attorneys for Furio contended that the City of High Point had no right to pass an obscenity ordinance since there already were state laws on this subject. They contended also that the affidavit which led to the swearing out of the warrants was improper, and that the local ordinance was too vague to support the warrants. It was contended that under state law the Guilford County sheriff was the "sole censor" in High Point.

The Supreme Court agreed that the Superior Court properly quashed the warrants and that the High Point ordinance is too vague, but it suggested that the city could legally write another one.

It said that the N. C. State Legislature, in enacting obscenity laws, obviously didn't mean to "preempt the entire subject of obscene displays and publications so as to forbid a city to enact an ordinance." It said that municipalities

Calif. Pay-TV Ruling Appealed By State To Supreme Court

SACRAMENTO, CAL.—The U. S. Supreme Court has been asked by the State of California to overturn a ruling by the state's own supreme court finding a popular vote ban on pay television unconstitutional.

The appeal was a surprise to Subscription Television, Inc., which, the day before, told its annual stockholders meeting in Wilmington, Del., that it didn't expect California to take the case to the High Court.

The appeal action was filed by the state Attorney General's Office on behalf of Frank M. Jordan, California Secretary of State.

John N. Steele, secretary, Subscription Television, said the appeal may affect Subscription Television's future relations with two major league baseball teams. He also disclosed that Subscription Television is "working on a low-keyed basis, toward resumption of subscription television in the Los Angeles area. Right now, it's a question of being able to finance this resumption," he added.

are authorized to pass laws for various purposes, including to promote "the morals and happiness of its citizens."

While admitting that obscenity ordinances such as High Point's are hard to write and difficult to interpret, it said it could be done. It said it was "highly improbable" that the average person would have classified the films shown at Furio's drive-in as "innocent and inoffensive," but that at the same time Furio can not be prosecuted for violating "an ordinance so vague and indefinite as the one in question."

The Supreme Court held that the affidavit on which the warrants against Furio were based did not charge unequivocally that the drive-in screen was maintained inside the city's jurisdiction; that the ordinance itself was vague and indefinite in its language; and that it did not define what was meant by maintaining a screen or whether the screen or pictures on it



Jack Valenti, center, president of the MPAA, was one of the distinguished guests who greeted Sophia Loren, star of MGM's "Lady L," and producer Carlo Ponti at recent private dinner party held in her honor at the Museum of Modern Art, New York.

Cohen Promises Gala N.Y. Allied Convention

BUFFALO—Sidney J. Cohen, president, Allied Theatres of New York, Inc., has advised all members of the organization to plan now for the big combined convention of New York and New Jersey Allied, Aug. 8-11, at the Concord Hotel on Kiamesha Lake in the Catskills.

Cohen declares it will be "the most fabulous, fun-in-the-sun, state convention members of Allied will ever attend. There will be something doing for all from early morning through the wee small hours, including a midnight swim in the Concord's fabulous indoor pool."

Cohen announces there will be a major, top-star feature shown at the convention for the first time, with all the fanfare and excitement of a red-carpet Hollywood premiere and famous stars in attendance.

The convention officially starts on Monday, Aug. 8. Board and special meetings will be held at hours that will not interfere with the fun. Added events will be the business building institute, showmanship award, the election of officers, and a golf tournament. General sales managers and presidents of distributing companies will speak.

were prohibited from the public's view.

"We cannot agree with the state's attorneys that the purpose of the ordinance was to promote safety on the streets by eliminating sights that might distract the drivers of automobiles," the court said.

"The obvious intent of the ordinance was to protect the right of people to walk with their families without having flaunted in their faces language and pictures offensive to the sense of decency of normal individuals.

"The purpose of the ordinance is commendable, but its terminology is not."

The court gave pointers to the High Point City Council on how to draft another ordinance against obscene pictures and billboards that would satisfy the court—if it wishes to do so.

It said an ordinance directed against the showing of "nude or seminude pictures" should make it clear that it was not intended to prohibit such things as "a billboard of a New Year's greeting bearing the customary symbol of the New Year."

The court said it was presented many difficulties in trying to apply such an ordinance to the facts alleged in Furio's case and that it felt any corporation attempting to decide what it could or could not do under the ordinance would find it difficult, too.

It said it would want to know whether such an ordinance was intended to apply to pictures not generally regarded as vulgar or indecent, "such as billboard advertisements of bathing suits or a motion picture of a swimming meet."

It said it also would want to know whether the one who "maintains" a motion picture screen or other structure violated the statute if another person, without his knowledge, projects pictures of nude persons on the screen.

It also asked, "What constitutes maintaining a screen within the meaning of the ordinance? Is the screen or other structure maintained by the lessor or the lessee . . . or by both . . . within the meaning of the ordinance?"

Warm Praise By Methodist Leader For Adults Policy On "Woolf"

By MARK GIBBONS

HOLLYWOOD—Warm praise for Jack L. Warner's determination to have "Who's Afraid of Virginia Woolf?" shown to the public under a strict "Adults Only" marquee gonfalon has come from Bishop Gerald Kennedy.



KENNEDY

The titular head of the Methodist Church in Southern California and Arizona in an exclusive interview with MOTION PICTURE EXHIBITOR declared:

"I applaud enthusiastically Jack Warner's statement that some movies are for adults and not children and that he proposes to enforce the adult restriction on 'Who's Afraid of Virginia Woolf?' I have felt for some time that it is ridiculous to assume that we can expect only movies which every parent will be willing to have his children attend. We do not do this in any other realm that I know about and certainly not with books nor stage plays. There are serious themes which movie producers ought to deal with and not feel constrained to treat on the level of childhood."

In addition to his position as an administrative clergyman, Bishop Kennedy also is west coast committee chairman of the Broadcasting and Film Commission of the National Council of Churches. Always an outspoken voice on matters cinematic, especially censorship, Bishop Kennedy continued:

"If we are to have classification of movies (and I am not the only one who thinks we must), then we will have to have strict enforcement. To simply put the label on the marquee and then let anyone enter who has the price of admission will keep us in the intolerable situation in which we find ourselves today. To put the responsibility upon the movie house operators, as Mr. Warner is doing, seems to me to be the proper approach."

"If this is done, then every parent must take responsibility for the kind of movies that the family attends. If a family has no way of knowing what kind it is, then the producers and the theatre owners are at fault. But if movies are classified, then I do not see how parents have any legitimate complaint if they take the family anyway."

Frankly conceding that "this is at best a sticky subject," Bishop Kennedy concluded:

"I am so utterly opposed to censorship, however, that I think classification strictly enforced is the only alternative for us to consider. I hope Mr. Warner's forthright statement will be adopted by all the producers."

Benefit Bow For "Hawaii"

NEW YORK—"Hawaii," film version of James A. Michener's monumental novel, will have its world premiere at the DeMille on Monday, Oct. 10, for the benefit of the Will Rogers Hospital and O'Donnell Memorial Research Laboratories.

Will Rogers Fund Sets July 15 For Drawing

NEW YORK—The Will Rogers Memorial Fund announced at the monthly executive committee meeting at the Hotel St. Moritz that the drawing for its annual raffle has been advanced to July 15. It was previously scheduled for June 11 at the Will Rogers Hospital Annual Meeting in Saranac Lake. The place where the new drawing is to be held will be announced later.

U Starts Summer Schedule With "Modern Millie" Film

UNIVERSAL CITY, CALIF.—Universal City Studios launched its heavy summer schedule of feature production with the start of Ross Hunter's "Thoroughly Modern Millie," starring Julie Andrews, James Fox, Mary Tyler Moore, Carol Channing, Beatrice Lillie, and John Gavin.

"Thoroughly Modern Millie" will be followed by "The Reluctant Astronaut," Don Knotts starrer to be produced by Edward J. Montagne; "Gunfight In Abilene" and "Blood On the Flag Of Truce," both to be produced by Howard Christie; "Pitchfork Patrol," to be produced by Harry Keller; "What's So Bad About Feeling Good," to be produced and directed by George Seaton with George Peppard head the cast; and "The Club," to be produced by Dick Berg.

In addition, the Santor Film production which Universal will release in the western hemisphere, "Deadlier Than the Male," started in London with Richard Johnson, Elke Sommer, Nigel Green, Sylva Koscina, and Steve Carlson starring, and Ralph Thomas directing for producer Betty Box.

Mirisch Promotes Rachmil

NEW YORK—Lewis J. Rachmil, producer and production executive with the Mirisch Corporation for the past four years, has been promoted to vice-president, it was announced by Harold J. Mirisch, president.

Rachmil will take over his new post immediately, continuing to work as a key executive in many phases of Mirisch Corporation production activity.

In his varied career, Rachmil has served as vice-president in charge of production for Ziv-United Artists TV. At Columbia, he was the producer of "Sadie Thompson" and the original "Gidget" motion pictures.

Stars For AIP's "Rocket"

HOLLYWOOD—Bing Crosby and Senta Berger have been signed by American International to star in the company's first multi-million dollar motion picture, Jules Verne's "Rocket to the Moon," according to AI chief executive James H. Nicholson and Samuel Z. Arkoff. The color and scope adventure comedy will be filmed on location in Ireland this summer in association with Harry Alan Towers.

UA "Russians Are Coming" Praised In U.S. Senate

WASHINGTON—Sen. Ernest Gruening (D., Alaska) told the United States Senate that a motion picture he recently viewed "implies a profound and salutary lesson" in the absurdity of international conflict.

The film is "The Russians Are Coming The Russians Are Coming," which tells the story of a Russian submarine that runs aground off American soil and the complications that develop when the crew goes ashore and meet the residents of a New England village.

Inserting in the Congressional Record an editorial from the Washington Daily News praising the movie, Sen. Gruening said, "It pretty much summarizes what I would like to say about this picture."

Sen. Gruening also called the film "a marvelous motion picture," and the situation it portrays "one of the most amusing and entertaining that I have known."

The movie, a Mirisch Corporation presentation for United Artists release, was previewed in Washington earlier this month for a distinguished audience headed by Vice-President Hubert H. Humphrey, Ambassador-at-Large W. Averell Harriman, top government officials and legislators. It opened in New York City to rave reviews at the Astor, Trans-Lux East, and Murray Hill Theatres.

The Washington Daily News editorial said: "There is already some talk that 'The Russians Are Coming . . .' will be a strong contender for the Nobel Peace Prize." Maintaining that the film "may have achieved what the world's diplomats have thus far failed to do," the editorial concluded that it showed "the innate absurdity of international conflict, and in doing so celebrated the sometimes idiotic splendor of mankind."

Now It's Commander Levine

ROME—Joseph E. Levine, president of Embassy Pictures Corporation, has been decorated with the Order of Commendatore of the Italian Republic. The honor was conferred upon Levine by Italy's Minister of Entertainment and Tourism, the Hon. Achille Corona, in the name of Italian President Giuseppe Saragat.

Levine, who already holds the title of Knight in the same order, was again honored by the Italian government in recognition of his continuing services and contributions to the Italian film industry and economy in general over the past several years. With the title of Commander, he attains the highest rank awarded to a foreigner in the Order of Merit of the Italian Republic.

Levine is credited with having produced, co-produced, financed, or acquired and distributed some 150 Italian pictures, either for theatres or television. This represents more than \$50,000,000 invested in the Italian film industry.

Fla. Paper Lauds Circuit Exec

MIAMI, FLA.—"The Jewish Floridian" recently gave a front-page tribute to Harry Botwick, district supervisor of Florida State Theatres, for his "integrity, cooperation and guidance" to the successful completion of a 1965-66 special fund raising drive by the Greater Miami Section of the National Council of Jewish Women.

Botwick and his staff sparked the drive by providing them with the sponsorship of two major road-shows at their opening nights in leading FST first-run houses in South Florida.

Albuquerque Goes All-Out To Welcome U's "Miguel"

ALBUQUERQUE, N.M. — June 1 was "And Now Miguel Day" throughout the State of New Mexico by official proclamation of Governor Jack M. Campbell in honor of Universal's "And Now Miguel," the Robert B. Radnitz production in Technicolor which had its world premiere at the Kimo Theatre. Children in Albuquerque's 99 schools were released early to witness the world premiere activities in the city with Radnitz and Pat Cardi, the youthful star who play Miguel, participating.

Highlight of the day was a Governor's luncheon in the Grand Ballroom of the Hilton Hotel attended by state and city officials, out of town and local press, and radio and television news media representatives.

The luncheon was followed by a parade through downtown Albuquerque and several special world premiere performances of "And Now Miguel."

Several important television, radio, and newspaper contests reached their climax as part of Universal's extensive promotional campaign in connection with the premiere. Through a national tie-up with Patio Frozen Mexican Foods, 114 supermarkets in the Albuquerque area featured window and in-store displays tied in with the premiere. The 11 Frontier theatres in the area, of which the Kimo is one, featured special displays tied in with the premiere. Press representatives from Dallas, Fort Worth, Houston, and San Antonio were invited to Albuquerque for the premiere activities.

Early key city openings of "And Now Miguel" are scheduled for Oklahoma City on June 8 and for Cleveland, Denver, Milwaukee, Portland, and St. Louis on June 15.

Mayor Lindsay's Welcome Mat Out For Film-Makers Eyeing New York

NEW YORK—Mayor John V. Lindsay at a press conference at City Hall announced new policies which should stimulate production of films in the city. This climaxed several months of discussions between the Mayor and representatives of the film companies and the unions involved in production here.

Among the changes announced by Lindsay are the creation of a "one stop" permit system under which companies will be able to obtain a single permit good for an entire picture; elimination of the separate permit and fee system previously imposed by the Department of Parks; establishment by the police department of a special task force under Chief Inspector Sanford Garelik to deal with the motion picture and television film industries; instructions to all city officials by the mayor to be "as cooperative as possible" toward requests of the motion picture and tv industries "consistent with the public interest"; and elimination of the practice of examining scripts for the purpose of editorial censorship.

Lindsay explained that creation of the new permit procedure has been undertaken "to eliminate unnecessary red tape, which has created delay, inconvenience and economic loss."

The Mayor continued, "The motion picture and television industries can make a substantial contribution to the economic well-being of New York City. Yet many policies and practices of city government affecting

these industries have been unnecessarily complicated, vexatious, and time consuming. The city government has thereby tended to discourage activity by these industries with consequent injury to our economy and direct loss of revenue to the city. Henceforth, the government of New York City will make every effort to stimulate activity by these industries, and all city officials are encouraged to examine general policies as well as individual decisions in light of this goal."

Lindsay announced the appointment of Russell V. Downing, retired president and managing director of Radio City Music Hall, and attorney Franklin R. Weissberg as his aides. Downing will serve as a special consultant to him for the motion picture industry, and Weissberg as his special consultant on the performing arts. They will both serve without pay and will work closely with the Mayor's assistant, Barry Gottelher, and David Garth, the Mayor's special consultant on communications.

Prior to the press conference, Lindsay met at City Hall with the following industryites: Sol A. Schwartz and J. Raymond Bell, Columbia; Haven Falconer, MGM; Leonard Kaufman, Paramount; Richard Colby, 20th-Fox; Harold Klein, United Artists; Adolph Schimel, Universal; Harry Mayer, Warner Brothers; Roy Brewer and Albert Marx, Allied Artists; Sidney Schreiber, Motion Picture Association of America; and David Golden, Seven Arts.

THIS IS SHOWMANSHIP?

East is east and west is west—and one of the differences between the two seems to be the manner in which drive-in exhibitors are treating Paramount's reissue blockbuster, "THE TEN COMMANDMENTS."

A subscriber in the San Francisco area sent along this clipping from the San Francisco Chronicle advertising a flock of "dusk-to-dawn" shows, many of them featuring "Commandments" with two or three other features. Our informant had a single word for the practice, "ridiculous," and we agree.

Similar handling of quality product was scored editorially here recently, and the culprits in that instance were eastern theatre operators. However, we did a little checking and have found that "Commandments," at least, is being handled a lot more sensibly in eastern situations than out west.

The Paramount epic is being shown on a single-feature policy at drive-ins where it has been booked. They screen one complete show and then repeat the first half. There have been no complaints from customers and the film has been doing exceptionally well at drive-in boxoffices.

Are the salesmen or exhibitors better showmen in the east? We leave that for you to decide, but no one will ever convince us that three or four top features on a single program is showmanship.

★ ALAMEDA COUNTY ★

ALAMEDA DRIVE-IN
Webster at Alameda Tube LA 3-9344
"1000 CLOWNS"
"HALLELUJAH TRAIL"

COLISEUM Nimitz at High St.
526-7491 Heaters!
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"SPY WHO CAME IN FROM COLD"
& "ROBIN & THE 7 HOODS"

Island AUTO MOVIES
3 BLOCKS FROM TUBE IN ALAMEDA
"PINK PANTHER"
"A SHOT IN THE DARK"

MOTOR MOVIES
E. Tennyson Rd. Mission Blvd. 581-5972
"THE GHOST AND MR. CHICKEN"
"GUNPOINT" Audie Murphy
also "ROUSTABOUT" Presley
and "McINTOCK" John Wayne

Union City Nimitz at Alvarado-
Niles Rd. 471-5144
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"THE HILL" Sean Connery
plus "RED LINE 7000"

★ CONTRA COSTA COUNTY ★

AUTOMOVIE MU 2-9112, Opp.
Buchanan Field
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"KISSIN' COUSINS" Presley
and "FOUR FOR TEXAS"

HILLTOP Hilltop Dr. & Frwy.
CA 3-5784 Heaters
Dusk to Dawn Show!
"THE GREAT RACE" Jack Lemmon
"WHERE THE SPIES ARE"
plus "McINTOCK" John Wayne

RANCHO BE 4-6648. Starts dusk
14th & Broadway
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"DR. GOLDFOOT & BIKINI MACHINE"
Plus "THUNDER ROAD"

★ SAN MATEO COUNTY ★

BELMONT Automovies
Harbor Blvd. at Bayshore—593-0074
"DUEL AT DIABLO"
"HALLELUJAH TRAIL"
Bonus: "LIVING IT UP"

Burlingame Bayshore at Penin.
Overpass - 343-2212
Dusk to Dawn Show!
"DUEL AT DIABLO"
"HALLELUJAH TRAIL"
"FOLLOW THAT DREAM" and
"IN HARM'S WAY"

Peninsula Bayshore at Peninsula
Overpass 343-1394
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"SPY WHO CAME IN FROM COLD"
"LAST TRAIN FROM GUN HILL"

REDWOOD Baysh. - Whpl. Car
Heaters EM 9-8511
Dusk to Dawn Show!
"Those Magnificent Men in
Their Flying Machines"
"DO NOT DISTURB"
plus "ROBIN & THE 7 HOODS"

SPRUCE Spruce and R.R. Ave.
So. S.F. 589-7965
"DUEL AT DIABLO" First Run!
James Garner - Sidney Poitier
"THE NAKED PREY" Cornel Wilde
Both in Color!

★ SANTA CLARA COUNTY ★

FAIROAKS Automovie
"Those Magnificent Men in
Their Flying Machines"
"WHERE THE SPIES ARE"

Fox BAYSHORE 1st/B'shore
295-5959
Three Academy Awards!
Best Actor LEE MARVIN
"CAT BALLOU"
Best Actress JULIE CHRISTIE
"DARLING"

MOFFETT Bayshore-Sterlin. Car
Heaters. YO 8-1905
Dusk to Dawn Show!
"THE TEN COMMANDMENTS"
"SPY WHO CAME IN FROM COLD"
& "ROBIN & THE 7 HOODS"

MPAA, Exhibs To Support Program On Films Set By N.Y. Arts Council

NEW YORK—The Motion Picture Association of America, Inc., will cooperate in every possible way with the new film program announced by the New York State Council on the Arts.

Jack J. Valenti, president of the MPAA, commenting on the Council's proposed new film project, said:

"This program announced by the New York State Council on the Arts is another step forward by a government organization to recognize the importance of the motion picture as one of today's most significant mediums of communication. The New York State Council on the Arts' film program will be tied into the National Arts Council under the direction of Roger L. Stevens. The project will support the use of current motion pictures at various educational levels and for adult film study groups."

The project is a three-pronged program to support film study and to increase the availability of fine films throughout the state. The program will include these activities: (1) establishment of five film series, in cooperation with commercial motion picture theatres in selected cities in upper New York State; (2) support of curriculum film study courses; and (3) technical assistance to groups sponsoring film series.

Of particular interest to the motion picture industry is the Council's proposal to utilize motion picture theatres as the locale for a three-day New York State Film Festival. Omar K. Lerman, special consultant for the Performing Arts and responsible for the motion picture activities of the New York Council program, has made arrangements with the Schine Circuit, Inc., in upper New York State to make its theatres available in Glens Falls, Herkimer, Norwich, Canandaigua, and Lockport. In addition to the three-day Festival in October, 1966, the program contemplates an additional seven days throughout the school year; on each of these days, special theatre programs would be arranged for grade-school children in the morning, for junior high school students in the afternoon, and for adult audiences in the evening. A different series of films would be shown to each age group. Seminars led by film experts will be held following the evening program.

A local group will be selected in each city to cooperate with the Board of Education and the local theatre operator to organize and operate a subscription campaign to provide the audience for these programs. There will be an admission charge for all three showings, scaled according to local expenses and other factors.

The Council will arrange for the availability and rental of the films and guarantee the local theatre cost. Income from the sale of tickets will be used in considerable part to support future programs.

The other two programs to support film study courses in junior and senior high schools, and to give technical assistance to film series groups, are similar to music and theatre activities currently maintained throughout the state by the New York Council on the Arts.

The New York State Council on the Arts was established by Governor Nelson Rockefeller.

Baseball Game Boosts Variety's Jimmy Fund

BOSTON — Arrangements were completed with the Greater Boston Chevrolet Dealers and William S. Koster, vice-president of Variety Club's Jimmy Fund, to have four 1966 Impala Sports Coupes drawn at the Jimmy Fund Game.

The 1966 Jimmy Fund Drive was to be "kicked off" June 6 with a baseball game between the Boston Red Sox and the Atlanta Braves. The game will be a tribute to Ted Williams on his entrance into Baseball's Hall of Fame.

Biggest Production Program Planned By Tors Studios

CULVER CITY, CALIF.—With the largest production program ever undertaken by Ivan Tors Miami Studios about to begin, Stanley Colbert left for Florida to take over the reins as executive in charge of production.

His departure followed home office conferences with Tors and company executives, and for which Howard B. Chapman, president of the Studios, has been in Hollywood from Miami.

The first to go before the cameras under Colbert's supervision on the present 1966-67 schedule is "Flipper," the Tors-MGM series being co-produced by James Buxbaum and Edward Haldeman for its third season on NBC-TV. The first of the four feature pictures, to be filmed all or in part in the Tors Miami Studios, will be "Gentle Ben," set for a July start, followed by "The Biggest Dog In the World" and an action-adventure film not yet titled. "How To Steal A Submarine," the Gene Levitt production to be presented by Ivan Tors Films, will start on location in the Caribbean in January, 1967, and on completion of outdoor work move into the Tors Studios for interiors.

Third Scholarship Awards Set By Disney Foundation

HOLLYWOOD—The Disney Foundation Third Annual College Scholarship Program has awarded eight new scholarships, two full-tuition and six half-tuition, to the children of Walt Disney Productions employees and the organization's subsidiary companies in the United States.

Winners of full-tuition scholarships are Leslie Laird, daughter of Ken Laird, Buena Vista's Atlanta sales supervisor, and Chris Nater, son of Carl Nater, Buena Vista's 16mm division director.

Half-tuition scholarships went to Robert Bittenbender, Christine Palmer, Charles Richardson, Barbara Robinson, Catherine Sieling and Susan Smith.

Robert is the son of Harriet Bittenbender, a Disneyland wardrobe specialist; Christine is the daughter of Norman Palmer, a live-action film editor; Charles is the son of Lloyd Richardson, who is also a live-action film editor; Barbara is the daughter of Herbert Robinson, Buena Vista's eastern division sales manager; Catherine is the daughter of Ken Sieling, the Studio personnel director; and Susan is the daughter of William H. G. Smith, head of United States licensing for Walt Disney Productions.

There are now 26 students enrolled in the Disney Foundation Scholarship Program.

The winners can select the college of their choice in working toward a bachelor's degree. A minimum of \$1,000 a year is allotted to full-tuition students toward their schooling, and \$500 to half-tuition students. An additional \$100 is also given to the winners for incidental fees and expenses.

Participating students are judged on the basis of special tests administered by the Educational Testing Service of Princeton, N.J., and through information obtained from high schools.

A Scholarship Selection Committee, consisting of educators, business and professional men outside the Disney organization, assists the Foundation in selecting scholarship recipients. The Foundation was established in 1951 as a non-profit corporation, supporting charitable, scientific, and educational institutions.



Ralph Hetzel, executive vice-president, Motion Picture Association of America, and Margaret G. Twyman, director of MPAA Community Relations Department, are seen with the judges of the Movies and You Contest sponsored by the MPAA Community Relations Department for the General Federation of Women's Clubs at a luncheon meeting at the Harvard Club, New York. From left to right are Mrs. Twyman, Emanuel Frisch, treasurer, Randforce Theatres; Universal star Rosemary Forsythe; Hetzel; TV and movie star Barbara Britton; and David C. Stewart, director of educational programs, National Endowment for the Arts.

Texas-Size Celebration Ushers In "Big Hand"

HOUSTON—The biggest, wildest poker game in the West broke here with the gala world premiere of Warner Bros.' comedy western, "A Big Hand for the Little Lady."

Joanne Woodward, the little lady with a big hand, along with Fielder Cook, producer-director of the Technicolor film, led a contingent of motion picture stars to the glittering festivities at the Meyerland Cinema I Theatre. Jack J. Valenti, newly-elected president of the Motion Picture Association of America, was guest of honor.

Paul Ford, Robert Middleton, and John Qualen, of the cast, joined Miss Woodward and Cook in welcoming more than 100 members of the international press attending the premiere.

Escorting an Avis motorcade of stars, state and local dignitaries, and honored guests to the theatre at Meyerland Plaza, was the Sheriff's Mounted Posse of Harris County, Tex. The arriving principals were greeted at the theatre by the award-winning Boling, Tex., High School band, a 60-member group, performing under the musical direction of James Atkins.

Warner Bros. air-delivered the theatre's print of "A Big Hand for the Little Lady" by Whirly Bee gyroplane, the pilot handing over the film cans to Mrs. Joy Noufer, Houston's Mrs. America.

Texas Palm Awards, citing the Hollywood personalities for "creating new showmanship excitement throughout the southwest" through their personal appearance efforts, were presented to them by Richard A. Smith, president of General Cinema Corp., at colorful theatre ceremonies.

Earlier, the members of the Hollywood troupe were commissioned Deputy Sheriffs of Harris County by Sheriff Buster V. Kern. Each member was pinned with a badge and given credentials during ceremonies held at the Astrodome, Houston's world-famous indoor stadium complex.

Sparkling the expansive Texas-styled welcome to Miss Woodward and her "Big Hand" contingent was a press reception at the Shamrock Hilton Hotel. A waterbatics show in the hotel's 165-foot-long outdoor swimming pool was highlighted by members of the Houston Water Ski Association, towed by a 15-foot powerboat launched in the pool.

Throngs of premiere spectators, congregating in the sprawling plaza before the theatre, were enthralled by precision close-order drilling by the Sheriff's Mounted Posse. Drill Captain Lee Brolhier, Jr., and Cullen H. Landis, posse president, directed the horsemen.

The Border Bandits, Houston's fast-draw gunslingers, enlivened the plaza with explosive excitement. Demonstrations of fast-drawing, trick gun-twirling, and "show-downs" between the pistol-packing experts and their intrepid challengers kept spectators hopping among the flower-decked malls. In a "duel" on the mall, Miss Woodward and her partner, Paul Ford, faced down Bob and Merrill Graham, husband-wife team holding the National Fast Draw Association's world championships.

World premiere events for "A Big Hand for the Little Lady" concluded with a party at the Shamrock.

T-L Declares Dividend

NEW YORK—The directors of Trans-Lux Corporation declared the regular quarterly dividend of 15 cents per share on the common stock, payable June 30 to stockholders of record at the close of business June 17.

The NEW YORK Scene

By Mel Konecoff

(THERE ARE BREAKFAST CONFERENCES AND THERE ARE BREAKFAST conferences. At some, a bit of danish and coffee is termed breakfast. At others, you really get the works. One is never sure what to expect when one receives an invite of this sort from a press agent. It's a 50-50 proposition.)

Across a table at the Hotel Warwick, Jonas Rosenfield, Jr., 20th Century-Fox vice-president and director of advertising, publicity, and exploitation, besides giving off a glow that only success makes possible, revealed that everybody at Fox is thinking "massive family appeal" these days.

Now, as the whole industry knows, "Sound of Music" has been making nothing but money. Over at Fox, they're beginning to think about a replacement film that will have appeal for youngsters as well as sophisticated attraction for adults. By Rex, they seem to have found it in "Doctor Dolittle," a tale about an animal physician who can talk to his charges. This has been scheduled as the Christmas 1967 roadshow release, with action before the Todd AO 70 mm color cameras commencing June 27.

Another designation laid on the film by Rosenfield is that it has 360-degree audience appeal, which means that it will be radiating appeal in all directions simultaneously. The good doctor, it is hoped, will also bring them back again and again. Arthur Manson, executive assistant to Rosenfield, reported that the merchandising and promotion was being started well ahead of filming in what was termed a 360-degree merchandising campaign, again fanning out in all directions.

Producer Arthur P. Jacobs was also at hand with slides illustrating costumes, sets, and contemplated situations of the multi-million dollar epic that will be based on a series of family best-sellers that have sold in the millions in the international market. The publication of new editions will play a major role in the merchandising.

The setting will be the early 1800's, and the musical will have in its cast Rex Harrison in the title role, Anthony Newley as his friend, Samantha Eggar as the heroine, and Hugh Griffith as a circus owner. The cast will also include 1120 animals and birds, who have been in training for 18 months to do specific jobs. There are two animals for every role in the picture as insurance, and speaking about insurance, a giraffe that Rex Harrison was to ride dropped dead of a heart attack recently a day before the policy covering the film went into effect. A rhino that he will ride almost died of pneumonia. They investigated getting another trainable one and found that the replacement in Mobassa would cost \$9,000, while its transportation by air freight would cost \$11,000. Fortunately, Mary, the original, recovered.

The sales department is getting ready to offer the film to exhibitors, and they can expect a running time of two hours and 55 minutes. Fourteen musical numbers will be featured in the two part release, which is slated for 130 days of shooting after eight weeks of rehearsal. Eight weeks of shooting are scheduled for England; 10 weeks for California; and six weeks in the Caribbean. Jacobs estimated that it would probably emerge as the most expensive musical ever made with the possible exception of "My Fair Lady," which had a large purchase price included in the overall budget. Jacobs was uncertain of detailed costs until they actually got into the filming, and he paid tribute to the understanding of Fox executives in regard to this area.

In addition to the extensive merchandising preparations, great attention will be paid to featurettes for use on television as well as in other areas, with the animal aspects of the film offering great potential.

Incidentally, Jacobs' next film for Fox will be "Choice Cuts," which does not necessarily predict the future of the animals in the cast of "Doctor Dolittle," unless, of course, they prove recalcitrant.

(We are happy to report that company affluence was demonstrated via a healthy and hearty breakfast for those vitally interested.)

NOTE OF ROYALTY: WHEN BRITAIN'S PRINCE PHILIP VISITED THESE shores, one of public relations expert Henry Rogers' aides, Johnny Friedkin, was quite active in the campaign to make things work smoothly and successfully. Recently, he visited Britain. Riding in a taxi from the airport, his cab driver pointed out the Royal car ahead of them containing the Queen and Prince Philip.

Friedkin asked the driver to pull alongside, at which point he waved. Prince Philip took a look and waved back, almost causing Friedkin's taxi driver to crack up. Now, Friedkin isn't sure whether the wave meant recognition or the Prince was just being nice and neighborly.

THE METROPOLITAN SCENE: JERRY LEWIS KEPT A PREVIEW AUDIENCE waiting a half-hour until he arrived for a presentation of his latest Columbia release, "Three On A Couch." . . . Steve Broidy sends along a recent issue of the Saturday Evening Post which had a cover and story on the singing team of Sonny and Cher, who are featured in his forthcoming summer release, "Good Times," designed not only for teen agers but for the whole family. . . . Dell Publishing out with a color comic book on Joe Levine's "The Cat," timed for the June release of the film. . . . The Bee Line Buses on Long Island, taking cognizance of a mid-week slump, offer reduced fares on Tuesdays between 9:30 a.m. and 2:30 p.m., which might give some theatremen further inspiration ala the bargain route. . . . UA mailing out unusual promotion picce in the shape of a whale on "Namu, The Killer Whale" to press and exhibitors. . . . Aside to Stu Harnell at NSS: Hope the offspring is doing well. . . . Museum of Modern Art showing six Russian films and a Youth in Film series during June. . . . The Motion Picture Bookers Club announces that tickets are going fast although some choice seats are still available for the benefit performance of the smash hit musical "Mame" at the Winter Garden Theatre on June 15. Myron Starr, committee chairman, says anyone interested can contact him at CI 6-5480.

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LONDON Observations

by Jock MacGregor

THE CINEMA EXHIBITORS ASSOCIATION HAS NEVER HAD A BETTER summer convention. Really, it has become an all-industry affair. Nearly all the top men and suppliers were at Torquay and enjoyed a full and imaginative program. The only criticisms were that it was too short, and some discussions had to be curtailed with voices still to be heard.

Decisions of far reaching importance were made. From July, London release theatres will change programs on Fridays instead of Sundays as an experiment. If a success, the provinces will follow suit. It is believed that with more money coming into their pockets on that day people are more likely to go to a new movie rather than one which has been running several days and that greater advantage will be got from the advertising. Since a different type attends on Sundays, better word of mouth can be created earlier in a run.

A revision in "bar" (I believe it is called clearance in America) policy was agreed. Disputes which are settled by joint exhibitor-distributor panels will go straight to London unless all parties still want them to be heard first at local level. Most 70mm bars will be limited to 25 miles. An extremely helpful innovation is that a company planning to build a theatre can have a decision on its priority and the extent of its own bars established before a brick is laid instead of having to wait for completion to apply. It is believed this will encourage developers to consider new theatres in their plans and enable other exhibitors who want to build where there is a need for a theatre but doubt product availability to get a ruling.

THE ANNUAL GENERAL MEETING WAS LITTLE MORE THAN A FORMALITY and an exchange of presidents and compliments. Liverpool's Tony Wood handed over to that Welsh wit Wyndham Lewis, who in thanking all for the honor, promised to try and be serious for 12 months. "Must try," he added. The forums were most worthwhile. They were packed and enabled experts in many fields to be quizzed by the big and small alike. It was gratifying to note how many top men in answering knew questioners' first names. It reflected the close relationships existing in the industry here.

First, production was debated. Costs, stars, titles, divorcement, overseas earnings, Eady levy, American investment in Britain, films on tv, product availability, and other problems came up. Pet grievances were aired. When extravagance was suggested, circuit boss Derek Eckart felt that exhibitors should not be concerned in production costs and liked to feel that producers knew their business. Director of the Federation of British Film Makers, Andrew Filson, conceded that sometimes there was wastage in production and that mistakes were inevitable. Star-cum-producer Stanley Baker snapped back that mistakes were not pardonable and criticised producers for starting pictures without proper preparation.

Rank's Fred Thomas wanted a concerted attack on artists' inflated fees and for them to risk a participation. Baker welcomed the idea provided the participation was fair. Miles Jervis' suggestion that exhibitors too should participate was answered with the query: "Would he participate in the losses?" Peter King facetiously asked if distributors were really necessary and was told by Eckart that they were—to represent the balance between the most violent exhibitor interests and the most violent producer interests. Afterwards, some were disappointed so many old questions were asked. I think they were illuminating. They revealed how many do not understand trade problems and have not followed the arguments and developments over the years.

OPERATION UPTAKE, SPONSORED BY EXHIBITORS AND DISTRIBUTORS to investigate industry publicity thinking, material, and improvements, was launched with an open forum with such masters as Percy Livingstone, David Jones, Pat Williamson, Alex Jones, Tony Tenser, and Trevor Taylor at the helm. Discussion was lively though again misconceptions, misunderstandings, and plain ignorance were revealed. Regrettably, all were not corrected by the experts. Many felt that improvements were overdue and that new ideas should be tried. Distributors claimed that when they did, few took advantage of them, and stock was unused. The quality of stills was generally criticised, and it was suggested that more material should be provided without charge as in other trades. A distributor claimed that he set aside four per cent of anticipated take for publicity and believed that there would be more than enough if the exhibitor did likewise.

Trailers were discussed, and Eckart dropped a bombshell by saying that he did not play them in 80 situations. When business was bad, he claimed, no one saw them, and he saw no point in plugging a family program to an adults only audience. He appeared to have no supporters. Teaser trailers created considerable interest though I fear some were talking about tv and others theatrical at the same time. It was a shame the session had to be cut short. It was going with a swing, and the spirit and ideas were there for at least another hour.

Another encouraging event was the morning preview of product and demonstration of 70mm and magnetic sound. There was a full house, and few left before the end. At the technical forum, much time was devoted to magnetic and availability of such prints. Incidentally, this session provided the laugh of the conference, but it was a laugh of self incrimination. Bob Godfrey challenged Jim Poole as to which was older—his car or his sound equipment.

DELEGATES WORKED HARD AND PLAYED HARD. THIS YEAR, THE BUSINESS sessions and not the excellent side shows made the news. That is as it should be and in no way detracted from Lyon's Maid's La Gala refreshment rendezvous and magnificent dinner and cabaret, so admirably supervised by George Arnold and Stanley van Gelderen; Harry Adley's inexhaustible bar; United Artists' champagne supper to celebrate the showmanship awards to Cubby Broccoli and Harry Saltzman; Paramount's preview of "Boeing

(Continued on Page 18)

NGC Exec Sponsors Chair For Brandeis University

WALTHAM, MASS.—A vice-president of one of the country's leading motion picture chains, Samuel Schulman of Beverly Hills, Calif., together with his wife, Sylvia, has underwritten an endowed chair in theatre arts at Brandeis University.

Dr. Edwin Burr Pettet, chairman of the Brandeis Theatre Arts Department and a well-known critic, has been named the first incumbent of the chair, which will be known as the Sylvia and Samuel Schulman Chair in Theatre Arts.

The gift from the Schulmans will be supplemented by funds from the Ford Foundation under the provisions of a matching grant awarded to Brandeis in 1964 to help establish chairs, fellowships and scholarships.

Schulman is vice-president and a director of National General Corporation, the second largest chain of motion picture exhibitors in the nation.

He is also regional vice-chairman of the Fellows of Brandeis University for the West Coast and a member of the executive committee of the Fellows.

President of Mission Pak Co., and a vice-president of the Peninsula Savings and Loan Association, Schulman is a former president of George McKibbin and Sons, publishers.

A graduate of New York University and the Harvard Graduate School of Business Administration, Schulman also established a Graduate Institute in Book Publishing at New York University.

Brandeis' Theatre Arts department is housed in the University's new \$3.5 Spingold Theatre Arts Center, a three-story facility, containing a 750-seat main auditorium, a 250-seat director's theater, a 'flexible' theatre, an art gallery, a dance studio, an audio-visual lecture hall, class and seminar rooms, study carrels, an area for design of settings, a costume room, and rehearsal and television facilities.

Brandeis' undergraduate theatre department offers some 30 courses of studies in acting, designing, production, directing, choreography, playwriting, criticism and theatre history.

Red Cross Drive Set

NEW YORK—Theodore Walworth, vice-president and general manager, WNBC-TV and radio, is chairman of the 1966 entertainment industries campaign within the advertising, publishing, entertainment and personal services division of the American Red Cross in Greater New York.

Goal of the city-wide drive is \$5,727,165 for blood distribution, disaster and other local services, as well as Red Cross programs nationwide and abroad.

Representing the entertainment industry are 20th Century-Fox chairman Spyros Skouras, motion pictures; Carl Lindemann, Jr., vice-president, National Broadcasting Co., sports; Louis A. Lotito, president, City Playhouse Co., legitimate theatres; Stephen B. Labunski, president, NBC Radio Network Division, radio, tv and music; Donald Kirshner, president, Columbia Pictures-Screen Gems, music; and Walworth, AFTRA.

"Bridge" Rights To Embassy

NEW YORK—Embassy Pictures has acquired the motion picture rights to "The Bridge," a book by Gay Talese on the building of the Verrazano-Narrows Bridge, it was announced by Embassy president Joseph E. Levine.

Judge Displays Sense Of Humor, But "Russian" Gag Still Backfires

BOSTON—How Sack Theatres' showmanship stunt got press agent Joe Longo thrown in jail and upset the John Birch Society all because of the film "The Russians Are Coming, The Russians Are Coming," premiering at the Beacon Hill Theatre June 22, and how it made the judge laugh, is being told in film circles here.

Longo was caught red-handed early in the morning by Belmont, Mass., police as he was stenciling the entrance-way to the headquarters of the John Birch Society with the inscription, "The Russians Are Coming." The red paint was mirrored in Longo's red face as he was surprised by Lieutenant Edwin March of the Belmont police. Longo was then carted off to East Cambridge jail where he was released on bail for arraignment in East Cambridge District Court in the morning.

Appearing before Judge David Rose, Longo explained it was all in fun for the funny picture, "The Russians Are Coming," which deals with a Russian sub running aground off Massachusetts' Cape Cod and throwing the local citizenry into panic. Judge Rose thought it was funny too, and after laughing, he filed the charges which were for "malicious damage to private property and inciting to riot" and released the still red faced Longo.

Sack general manager Alan Friedberg, who thought up the stunt in behalf of the film, commented: "In view of the intense interest of the John Birch Society in the Russian-Communist menace, we felt that they should be the very first to know that 'The Russians Are Coming'."

The "incident" nabbed heavy space for the film and its opening and made the wire service and the news magazines.

It was the second recent showmanship stunt for Friedberg, who a few weeks earlier had tied up the film, "A Man Could Get Killed," at the Music Hall with the city's anti-J-Walk campaign and got the city to post signs and ran trailers stating, "Don't J-Walk—'A Man Could Get Killed'."

Selmur-Ponti Closing Deal

NEW YORK—Selig J. Seligman, president, Selmur Productions, an American Broadcasting Companies subsidiary, announced he expects to close a deal with Carlo Ponti in the near future whereby he will co-produce five pictures at a cost of approximately \$15,000,000.

The deal will mark Selmur's entry into the field of theatrical film production. The firm, up to now, has confined itself to the production of live and filmed television programs.

House OKs '66 Wage Bill

WASHINGTON, D. C.—The U.S. House of Representatives passed the 1966 Minimum Wage Bill with the exemption for employees of motion picture theatres.

The bill puts millions of new employees under the law for the first time and raises the present \$1.25 per hour minimum to \$1.60 over a two-year period.

If it passes the Senate and survives a Senate-House conference, it would be the final word on minimum wages for some time; but if the bill fails somewhere along the line, the question will be open for next year.



Paul Fassnacht, president, Technicolor, is seen with Mrs. Fassnacht as they congratulated Kathe Green, a member of the "Up With People," sing-out musical which was presented recently in the Grand Ballroom of the Waldorf-Astoria, New York.

Fla. WOMPI Fills Posts

JACKSONVILLE—All WOMPI appointive offices for the coming year have been filled by president Mary Hart after consultation with her board of directors.

New committee chairmen are program, Sandra Hughes, Columbia; membership, Sandra Easley, MGM; publicity, Anne Dillon and Edwina Ray, both of Florida State Theatres; community service, Eleanor Moon, MGM, and Edna Edwards, FST; industry service, Sandra Hughes and Celia Brugh, both of Columbia; bylaws, Dorothy Zeitlinger and Lenore Kirkwood, both of FST; finance, Kitty Dowell, MGM, and Doris Posten, United Artists; monthly bulletin, Claudia Taylor, FST; Will Rogers Hospital and O'Donnell Memorial Research Laboratories, Sandra Summerlin, Universal, and Sandra Griffiths, FST; social activities, Mildred Land and Betty Healey, both of UA; yearbook preparation and editing, Sunny Greenwood, Universal; and parliamentarian, Dorothy Zeitlinger, FST.

Dipson Promotes Execs

BUFFALO—Frank B. Quinlivan, who started in the theatre business in Buffalo as an usher a half century ago in the old Shea Court street theatre, and who has been city manager for Dipson Theatres, has been appointed district manager for the Batavia-based Dipson circuit, with supervision over the Abbott, Amherst, Apollo, Bailey, Colvin, Kensington, Riviera in North Tonawanda, and Star in Tonawanda.

Gerald M. Westergren, who had been managing director of the Apollo and Colvin, has been appointed advertising and public relations director for the circuit's Buffalo area houses and managing director of the Amherst.

To Rebuild Or Not?

SNYDER, TEX.—A cost estimate for replacing the Palace Theatre is being waited for by N. R. Clements, co-owner, prior to deciding whether or not to rebuild. The Palace was recently destroyed in an early morning fire of undetermined origin.

New MCA Dept. Hunts Properties For Filming

NEW YORK—The appointment of William Darrid as executive head of the literary division of MCA in New York, and the acquisition of an important novel for motion picture production as the start of an intensive program to purchase literary properties and original stories for screen production, was announced.

Darrid, who will supervise the acquisition and development of literary properties for MCA in New York, announced the purchase at a price of \$70,000 of "House of Cards" by Stanley Ellin, which will be published by Random House in the fall.

Three of Ellin's previous novels have been made for the screen and a number of his short stories have formed the bases of Alfred Hitchcock television dramas. "House of Cards," which will be produced as a film by Universal Pictures, is a love story of intrigue and suspense that takes its characters through a series of dramatic incidents in Paris, Venice, and Rome. Its chief character is a prize-fighter turned writer who becomes involved with a glamorous Parisian girl.

Darrid also announced the purchase of two other properties—"The Borgia Stick," by A. J. Russell, an original screenplay to be produced by Richard Lewis, executive producer in New York for MCA, and "Lady Goes Pop," by Max Furlaud, a screen treatment which will be developed by the author under the supervision of Lewis.

Col. Foresees Upsurge

NEW YORK—Columbia Pictures Corporation reported that its earnings for 39 weeks ended March 26 were \$675,000 or 28 cents per share, compared with \$1,799,000 or 87 cents per share for the same period in the previous fiscal year.

A. Schneider, president, said that the company's third quarter benefited only partially from a number of successful pictures now in more widespread release.

He said that based on the business being generated by these current releases, coupled with the box office potential in other films ready for world markets in the coming months, he anticipates a marked improvement in the final quarter.

U Signs "Perry" Burr

NEW YORK—Raymond Burr, whose "Perry Mason" CBS-TV series wound recently, is entering into a seven-year contract with Universal Pictures and Universal Television, both for his services and those of his company, Harbour Productions, according to an announcement by Edward Muhl, vice-president in charge of production at Universal Pictures, and Jennings Lang, senior vice-president in charge of production at Universal Television.

Under the terms of the agreement, Burr will star in both Universal pictures and make guest appearances in Universal's tv shows.

Jordan Meets Foreign Execs

NEW YORK—Marion Jordan, Columbia Pictures foreign sales manager, departed on a global tour that will take him to Australia, New Zealand, and the Far and Near East to confer with the company's territorial executives. It will be the first time that Jordan will be meeting Columbia's personnel in those areas since his home office appointment in January.

Accompanying Jordan is Bert Obrentz, executive assistant to Mo Rothman, Columbia's vice-president in charge of global distribution.

Revised Censorship Code Becomes Law With R.I. Governor's Signature

PROVIDENCE, R.I.—The controversial and much-discussed revised "obscenity" bill which affects motion picture exhibitors in this state, passed in the waning hours of the final day of the General Assembly, was signed by Governor John Chafee.

As it affects theatremen, the revised code amends the "in rem" statute under which action must be taken against an allegedly obscene film rather than against the person or persons screening the picture.

It also requires a hearing within one day and a court decision within 48 hours after the end of a hearing on a restraining order. Furthermore, the bill revises and shortens the list of questions on which evidence may be introduced at such a hearing.

The revised code stipulates that a license can only be denied a theatre from showing a film on the grounds of "obscenity." The theatre can demand that a suit "against the film," and not the theatre, be instigated within 48 hours of receipt of the license application, and an immediate court decision must be rendered (within 48 hours).

Another provision would bar city and town officials from refusing a theatre's license to operate application on such "weak" grounds as "traffic congestion," "misbehavior of juveniles," or "objectionable noise."

The bill protects theatremen from being arrested or hampered by local law enforcement officers for screening a questionable picture until the court has passed judgment and definitely ruled that the film in question was actually "obscene." Such court action must be instituted immediately with a ruling handed down within 48 hours, thus eliminating long drawn-out cases which have been prevalent in the past.

The proponents of the revised motion picture censorship bill, part of a "package deal" which included books and other types of publications, "jammed" the bill through the General Assembly minutes before adjournment after an all-night session on the very last day of the current meeting.

Para. Names Managers

NEW YORK—Paramount Pictures has appointed new branch managers in Memphis and Charlotte, it was announced by general sales manager Charles Boasberg.

Wayland Lillard, formerly Memphis branch manager, has been named Charlotte branch manager, replacing William Holliday, who has resigned.

A. L. Stout succeeds Lillard as Memphis branch manager. He was previously sales manager in Paramount's Atlanta branch.

Taylor Joins Continental

NEW YORK—A. R. "Al" Taylor has been named western division sales manager for Continental Distributing, Inc., Norman Weitman, general sales manager, announced.

Taylor will supervise operations of both of Continental's western offices, San Francisco, headed by Iz Wiener, and Los Angeles, headed by Paul Baise.

Taylor comes to Continental from Paramount, where he was western division sales manager. He spent his entire career in the motion picture business at Paramount, starting as a shipping clerk.



Nai Bonet, one of the world's best-known belly dancers, is seen with producer Leonard Lightstone after signing to appear in Joseph E. Levine's "The Spy With A Cold Nose," an Embassy Pictures release to be produced in London. This is the second film to be personally produced by Lightstone, executive vice-president of Embassy.

SW Buys Tek-Hughes

NEW BRUNSWICK, N. J.—Johnson & Johnson announced the sale of its Tek-Hughes Division for an undisclosed amount of cash to the International Latex Corporation, a wholly owned subsidiary of the Stanley Warner Corporation.

Tek-Hughes, which manufactures tooth brushes, hair brushes, and custom molded bristle goods, has manufacturing facilities in Watervliet, N. Y., with home offices in Metuchen, N. J. Johnson & Johnson retains its marketing rights for Tek-Hughes products outside the United States.

Tek-Hughes will become a part of Stanley Warner's Family Products Division.

"Hillybillys" Starts Fast

HOLLYWOOD—Woolner Bros. sales manager David Woolner left for eastern meetings with buyers, exchanges, and exhibitors atop a crest of early grosses from "Las Vegas Hillybillys," country-western feature with Jayne Mansfield and Ferlin Husky.

The color musical broke the week of May 18 house records at Kenwood Drive-In, Louisville, with \$8001 the first five days, and at New Albany, New Albany, Ind., with \$4002 for the same period. Dallas opened citywide May 25; Nashville, Tenn., June 5; and Birmingham, Ala., June 1.

Marshall Plan Film Set

NEW YORK—The United States Information Agency has commissioned Wolper Productions to produce a film commemorating the 20 anniversary of the birth of the Marshall Plan.

Wolper has assigned Irwin Rosten to produce and direct the special film. Rosten left for a month of research and location scouting on the film in Europe and mid-East.

He recently completed filming "The World of Jacques Cousteau," a tv special for the National Geographic Society in association with Wolper Productions.

Roth Enterprises Elects Glaser Vice-President

SILVER SPRING, MD.—Ned C. Glaser has been elected vice-president of Roth Enterprises, Inc., according to Paul Roth, president of the firm which operates the Roth Theatre Circuit and other interests in Maryland and Virginia.

Glaser, 41, is a native of New Jersey. He began his career in the entertainment industry 25 years ago with Stanley Warner Theatres. He served with the Marine Corps during World War II, joining Roth Enterprises in 1953. He is the firm's district manager at present, with offices in Harrisonburg, Va.

The Junior Chamber of Commerce honored Glaser as "The Outstanding Young Man In Virginia" in 1957. He is past-president of the Harrisonburg Jaycees. Glaser was presented the "Meritorious Service Award" by the National Recreation Association for his extensive activities with young people. He has been active in the Virginia Motion Picture Association, and has served as an officer of the Virginia Bowling Proprietors Association. He has been a Deacon of the United Church of Christ, and an energetic member of the Elks, Moose and other civic and charitable organizations.

Glaser will supervise present operations of the Roth organizations, and will direct an expansion program which includes the opening of three new theatres in the coming year.

Academy Names Governors

HOLLYWOOD—Ten incumbents and three new members have been named to the 1966-67 board of governors of the Academy of Motion Picture Arts and Sciences. The new members are Edmond L. DePatie, Fred Hynes, and Arthur C. Miller who were elected to two-year terms as representatives of the administrators, sound, and cinematographers branches, respectively.

Reelected to serve on the 26-member board for another two years, and their respective branches, are:

Gregory Peck (actors), Emile Kuri (art directors), Frank Capra (directors), Geoffrey M. Shurlock (executives), William W. Hornbeck (film editors), Elmer Bernstein (music), Walter M. Mirisch (producers), Harry Brand (public relations), Harry Tytle (short subjects), and Daniel Taradash (writers).

N.Y. Golf Tourney Mapped

NEW YORK—Marvin Kirsch and Carl M. Levine have been named co-chairmen of the 15th annual film industry golf tournament to be held at the Briar Hall Golf and Country Club at Briarcliff Manor, N.Y., on Thursday, June 9, it was announced by Martin Levine, tournament chairman.

Milton Livingston, vice-president in charge of publicity and public relations for the Lodge, has again agreed to serve as publicity chairman for the tournament, a post he has assumed for each of the previous 14 tournaments.

Clubwomen Invite Stewart

CHICAGO—The National Federation of Women's Clubs has invited James Stewart to address the membership at their annual convention here on June 10. Stewart, who will discuss Hollywood and the movies, has been singled out by the organization for this year's Citation of Merit for his continuous contributions to motion picture entertainment throughout the past 30 years.

ALBANY

Schine's Strand, Carthage, advertised a "gala reopening." . . . General Cinema's Super 50 Drive-In, Saratoga-Ballston Spa Road, played the revival of "The Ten Commandments" day and date with Albany first run. . . . Donald Hallenbeck, heading Hallenbeck and Riley, local sound systems and equipment company, planned a series of Saturday "swapping of merchandise" promotions at his Indian Ladder Drive-In near Thacher Park in the Helderbergs. The daytime feature, scheduled for extension to Sunday, if it proves successful at the picturesque automobiler, has clicked in California, Hallenbeck reported. . . . James Branche's Branche in suburban Lathan, celebrated its second anniversary, and Albany projectionists and stage workers locals IATSE went into their third year of picketing the house.

BOSTON

Edward S. Redstone, Redstone Theatres, has been named general chairman for the 35th annual regional convention of Theatre Owners of New England, combined with the Northeast Conference of the National Association of Concessionaires, to be held at the Mount Washington Hotel, Bretton Woods, N. H., August 29-31. Carl Goldman, executive secretary and legislative counsel of TONE, has been named coordinator for the convention. The convention committee comprises W. Leslie Bendslev, Lloyd Clark, Edwin J. Fedeli, Malcolm C. Green, James Guarino, Ray Canavan, Roger A. Lockwood, E. M. Loew, Albert B. Lourie, James F. Mahoney, Steve Minasian, Samuel Pinanski, Julian S. Rifkin, Richard A. Smith, Joseph Stanzler, Chester L. Stoddard, James M. Totman, Melvin R. Wintman. . . . Gordon Douglas, director of "Stagecoach," which opens at Ben Sack's Music Hall June 15, contends it's time films found a new child star, according to an interview with Marjory Adams, film critic of the Globe. Douglas, who goes back to the days of "Our Gang," feels the time is ripe for discovery of a new Mickey Rooney, Jackie Cooper, Shirley Temple, or Deanna Durbin. . . . American Theatres Corp., operators of the Hancock Village Theatre, West Roxbury, has changed the name of the neighborhood house to Village Cinema. . . . The semi-annual Humphrey Bogart Festival, which has become somewhat of a phenomenon, continues at the Brattle Theatre, Harvard Square, Cambridge, where the Harvard students have embraced Bogart reissues as "in" films. . . . United Artists Premiere Showcase release in the Boston area is "Frankie and Johnnie," which is opening at several theatres and drive-ins. . . . Martin Rackin was in for press interviews on "Stagecoach," which opens June 15 at Ben Sack's Music Hall. . . . Marty Allen and Steve Rossi were in for press, radio, television interviews for "Last of the Secret Agents?" opening at the Paramount. . . . The Marquis de Sade's "Justine, or the Misfortunes of Virtue," will be made into a motion picture in Europe this summer by the Boston based company, Film Producers, Inc.

BUFFALO

There was a big meeting in the Amherst, Dipson community theatre, to map promotion plans for "The Blue Max," which is coming to the Kensington theatre starting June 29. The presentation will be on a reserved seat basis, one of the few such showings in this house. Attending the conference were Marve Samuelson, assistant to the president, Dipson Theatres; Frank B. Quinlivan, district manager, Dipson; Jerry Westergren, Dipson Buf-

falo area director of advertising and public relations and managing director of the Amherst; Charlie Funk, 20th Century-Fox ad-pub representative; Emil Noah, Dipson; and Ed Meade, Meade Advertising agency. . . . Sidney J. Cohen, president of New York Allied, attended the Matthew Polon luncheon in New York. Cohen also attended the meeting of COMPO's board of directors and executive committee. . . . The Very Rev. John E. Pallas, former chaplain of Tent 7, Variety Club of Buffalo, and former pastor of the Buffalo Hellenic Orthodox Church of the Annunciation, died in New York City, while addressing a meeting to announce a new charity group the archdiocese is forming. Spyros P. Skouras delivered a eulogy before the body was moved from the hotel's terrace penthouse where the meeting was held. . . . Bertha Kemp, who has been booker at the Buffalo exchange of Warner Bros. for over 40 years, has retired. "Bert," as she was known to almost every exhibitor in the Buffalo exchange area, has served W. B. under many managers and in numerous locations. . . . East Rochester's Capri has closed "forever," said Harold Dygert, owner of the property and for the last five years operator of the house. Dygert said remodeling of the building into a 34-unit apartment house will begin immediately, the project estimate to cost \$150,000. He said that the theatre has been "a losing proposition," which he blamed mainly on the film companies "wanting it all"—a reference to high rental charges for films. The theatre, built in the 1920's, was originally known as the Rialto and was operated for several years as part of Dygert's own circuit, and later under lease by Schine theatres. . . . Mrs. Harry Altman, widow of the famed Buffalo showman, has been named president and director of the Glen Park Casino in Williamsville. David Goldstein has been appointed general manager. In accordance with the wishes of her husband, who died May 8, Mrs. Altman stated she will continue the many charitable activities he inaugurated. . . . Walt Disney, in a whirlwind visit to Rochester, indicated that Kodak Town's Midtown Plaza may serve as the model for a keystone to his multimillion dollar Disney World in Florida. "We're going to build a new community down there from nothing and we want it right. Yes, I was quite impressed with Rochester's plaza in the center of downtown," Disney said.

CHICAGO

Richard Stern, owner-operator, Cinema, Chicago, asked zoning officials of Wilmette, Ill., for an amendment to the town's zoning code to reopen the Wilmette. Stern says he will renovate the property. He is asking for a waiver on off-street parking rule required for commercial theatres. The present law requires one off-street space for every four theatre seats. John Colburn Film Studio presently occupies the theatre space and does not plan to renew its lease. No land is available in the area to provide a parking space in order to meet zoning requirements. If Stern's zoning plea is granted, he plans to install 535 new seats, construct new ceilings and interior walls, and build new front doors and a lobby. . . . Loop theatre's remodeling and redecorating program is nearing completion, according to Mrs. Gertrude Klikum, manager. Refurbishment so far includes new carpeting, redecoration, and remodeling of lobby and rest-rooms. Mrs. Klikum recently celebrated her 25th wedding anniversary. . . . William H. Lange, branch manager, Warner Bros., hosted a special trade showing of "A Fine Madness," at Playboy Theatre. . . . Allen and Rossi were warmly greeted by all members of the press at their stop to herald the opening of "The Last of the Secret Agents?" . . . Jim Moran, press agent,

did the rounds boosting "Blindfold." . . . Julian Lefkowitz, chairman of NAC's "Concession Idea Man of the Year" award contest, reports that entries are being received from all over the country and Canada. . . . Arthur Schoenstadt, theatre pioneer, is in charge of the Greater Chicago Reform Jewish Appeal campaign to collect \$250,000. . . . "Stop the World—I Want to Get Off" is scheduled to open first run in neighborhood theatres June 17. . . . George Roy Hill, director, was here to confer with Carol Channing about the part she will play in the scheduled June shooting of "Thoroughly Modern Millie." . . . M and R Amusement Co. finally received a permit to build a drive-in in Wheeling, Ill. from Cook County zone commissioners, after much opposition. The new drive-in will be able to accommodate 1,470 cars and will consist of two theatres with a projection booth and concession stand between. . . . Variety Club of Illinois (Tent 26) will hold a membership drive luncheon in its club rooms at Pick-Congress Hotel June 10. Bill Madden, MGM, membership chairman, wants members to attend and bring along prospective new members. . . . Illinois Federation of Women's Clubs wound up their convention here with a midnight movie premiere of "The Group" at the United Artists. . . . Chicago Heart Association Women's Council will hold the premiere benefit performance of "Hawaii" at the Bismark Palace on Oct. 18.

CINCINNATI

Film Row and area exhibitors extend their deepest sympathy to the family of Ralph Heller, Portsmouth, O., who was killed in a traffic accident near Charleston, W. Va. Heller, a driver for the Rollison Trucking Co., Charleston, was driving to Cincinnati when a truck from Nitro, W. Va., smashed into the rear of his truck on a bridge. . . . The local chapter of Colosseum at an annual meeting re-elected president William Garner (UA) and secretary-treasurer Leonard Katz (Universal). Garner attended the national convention of Colosseum of Motion Picture Salesmen in Chicago. . . . H. Russell Gaus, MGM branch manager, and his wife attended the opening of "Doctor Zhivago" at the CineStage, Columbus, O. . . . Ray Schmertz, 20th-Fox district manager, and Ray Russo, local branch manager, attended a cocktail party at the reopening of the Shea circuit's Midland Theatre, Newark, O., which had been closed for extensive renovations. . . . Joe Alexander, RKO district manager, has returned from a company meeting in New York. . . . Pat Halloran, Cleveland, new Buena Vista division manager, was on the Row. He succeeds Ted Levy, now 20th-Fox branch manager, Cleveland. . . . Also on the Row was Joe Shambaugh, retired shipper for National Screen Services. He was discharged from the Will Rogers Memorial Hospital last October after 12 years of convalescence. . . . Mike Garner, 16, son of Bill Garner, UA salesman, and a senior at Greenhills High School, is touring Europe on his own during the summer. . . . Flatwoods, Ky., drive-in, owned by Marvin White, which was closed because of screen damage sustained during a freak wind storm, has reopened. . . . R. L. Parker and R. E. Benion are new operators of Pleasant Valley Drive-In, Olive Hill, Ky. . . . Virginia McKenna and Bill Travers, stars of Columbia's "Born Free," were here to promote the film on tv and radio stations. They were guests at a luncheon for editors of high school papers; representatives from the Cincinnati Zoo; civic and religious group leaders. The film opens June 8 in Lexington, Ky.; Columbus, Dayton, O.; and here at the art theatres Esquire, Hyde Park, and Guild. The Esquire held two preview matinees to

accommodate children from various children's homes and Children's Hospital.

COLUMBUS, O.

"Harper" opened a third week at RKO Palace. . . . Charles Sugarman has a near-future date on "The Russians Are Coming The Russians Are Coming" at Cinema East. . . . Manager James Tibbetts, Grand Cinemas, announced June 29 as opening date for the Cinerama feature, "Khartoum," with premiere showing sponsored by North American Aviation Management Club. . . . Connie Stevens, screen and television actress, will star in the stage comedy, "Any Wednesday," the week of July 5 in the Kenley Players' production at Veterans Memorial, replacing previously-announced booking of the star in "Two For The Seesaw." . . . George Roberts has been subbing for vacationing Ron Pataky on the Citizen-Journal theatre desk. . . . James McCafferty has been substituting for vacationing Samuel T. Wilson on the theatre desk at the Dispatch. . . . Manager Sam Shubouf, Loew's Ohio, will present a trophy sponsored by Charlton Heston to the Columbus girl chosen Miss Firefighter at the annual Firefighters Ball. Award plugs the Ohio showing of "The Ten Commandments." . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, reported that Allen Shaw, manager, Cloverleaf Drive-In, Cleveland, is the newest member of ITOO.

DALLAS

A massive 153 acre, \$37,000,000 Southpark Shopping Center proposal won zoning approval from the City Planning Commission. The proposal is for a two level mall of 1,650,000 square feet which will include twin theatres. . . . Jerry Lewis is scheduled to pay a visit to Dallas on June 23 in conjunction with the showing of "Three On A Couch," in which he is director, producer, and star. . . . Ray Winkler's Steak House is showing a new film, "Highlights of the '65 World Series." Winkler also plans on showing the Dallas Cowboys' film highlights for a full week. . . . Warren Hammack and Enrique Touceda of Theatre Center have roles in the Larry Buchanan film, "Zontar," which is to be released later this year. . . . The movie version of the Broadway hit, "Roar of the Greasepaint, Smell of the Crowd," will be filmed at Lake Texoma, according to William H. Sargent. He is considering James Mason and Bob Darin for two of the featured roles. Shooting is expected to begin on June 20. It is expected that 160 people will be brought into the area for the filming, and about 200 more will be hired in the area as well as about 500 school children. Sargent is producer of the current "Stop the World—I Want To Get Off." . . . The complete, uncut version of Ingmar Bergman's "The Virgin Spring" will be shown at the Festival. A 30-second portion had been cut for showing when it played here a few years ago, but it has been restored for the current booking. . . . Publicist Jim Moran was in the city in behalf of "Blindfold," Universal release with Rock Hudson and Claudia Cardinale. . . . Interstate Theatres have started their annual campaign in behalf of their Movie Discount Cards, which may be renewed or obtained by persons reaching the age classifications to qualify, junior citizens (12 through 17 years) and senior citizens (60 years or more). Either age group may save up to 50 per cent on admissions to any Interstate theatre throughout the state.

HOUSTON

Hollywood film star Jerry Lewis is scheduled to come to Houston for the premiere showing



Present at the recent premiere of MGM's "Doctor Zhivago" at the SW Strand, Hartford, Conn., were, from left, Dave Titleman, MGM Connecticut branch manager; Robert E. Carney, SW Hartford resident manager; Joseph Miklos, SW district manager; and Norman Pader, MGM home office representative.

of his latest film, "Three on a Couch," on June 22. . . . Joanne Woodward, Paul Ford, Fielder Cook, John Qualen, and Max Burkett arrived in Houston for the premiere showing of "A Big Hand For The Little Lady" at Meyerland's Cinema I and II. Margaret and Neal Rau, authors of the book, were also in. . . . Interstate Theatres is offering the perfect graduation gift, Interstate's Books of Theatre Tickets. They come in colorful gift envelopes and in four denominations, \$3, \$5, \$7.50, and \$10, with bonus passes in each book. . . . Virginia McKenna and Bill Travers visited the city to help open "Born Free," in which they star, at the Delman. . . . Judy Randolph, Hollywood starlet, was in with Elsa the lioness, of "Born Free," on a round of visits. . . . Local theatre owners and managers are happy to see the school doors close for the summer. A wide variety of new films have opened at local theatres in anticipation. Matinee showings have also been instituted. . . . The Broadway success "Stop the World I Want To Get Off" has been brought to the screen of the Tower in an experimental process reportedly a compromise between Electronovision and conventional film technique.

JACKSONVILLE

Mary Hart, local WOMPI president, has revealed that the Ford Motor Co., Detroit, has sent a letter of commendation to her WOMPI group for its cooperation with Ford officials and the management of the local Florida Theatre in conducting a highly successful "A Ford Day and Night at the Movies," which attracted more than 4,000 persons to the Florida on May 26. Admittance was by invitation of the Ford people, and most of those attending were persons who had purchased 1963, 1964, and 1965 automobiles and who were considered in the market for new cars. On the screen was a sneak preview of "Blindfold" and 20 minutes of Ford advertising films. . . . Charles King, AIP manager, returned from the Miami area where he and Wometco officials planned first-run openings in June for "Fireball 500" and "Tarzan and the Valley of Gold." . . . Al and Betty Rook, independent distributors who maintain an office at Jacksonville Beach, left to visit west Florida exhibitors en route to conferences with circuit-owner Teddy Solomon in McComb, Miss. . . . Earl Turbyfill of this city is booking Clyde Hall's new Boynton Cinema, Boynton Beach, a unit of Orange State

Theatres. . . . Mike Gifford, son of Mrs. Rex Grimm, Warner Bros., came home for a shore leave after being aboard the Navy's Shangri La aircraft carrier since last November. . . . Ted Chapin, who has managed the first-run Daytona, Daytona Beach, for many years, is recovering from major surgery at the Tampa General Hospital, Tampa. . . . Iva Lowe, WOMPI manager of the local San Marco Art Theatre, had an amusing promotion for "Stop the World, I Want To Get Off!" in cooperation with radio station WDCJ and Rosenbloom's Men's Shop. . . . More than 1,000 employees of Florida State Theatres in 32 Florida communities have received a special summer invitation to bring their families to the two leading tourist attractions operated by the company. The invitations came from Jack Mahon, director of Weeki Wachee, and Mark DuPree, director of Silver Springs. . . . French B. Harvey, Jr., son of the concessions chief of Florida State Theatres, recently received a Navy promotion from Ensign to Lieutenant, junior grade, and began a tour of duty at the Brunswick, Ga., Naval Air Station. He and his fiancée, Miss Julia Roberts, St. Simon, Ga., plan to be married on Sept. 10 at the Baptist Church in St. Simon, with French, Sr., acting as best man.

MIAMI, FLA.

In Miami to work with Jack Mitchell on the promotion of the world premiere of "Around the World Under the Sea," filmed locally at the Ivan Tors Studios, were John Calhoun of MGM, Atlanta, Miami-Metro publicity director Lew Price, and Howard Kleinberg, representing Tors' press agent, Hank Meyer Associates. A full-scale parade with 50 to 60 units of bands, floats, and stars of the film was to kick off the opening. The two-man submarine used in the filming was displayed at the 163rd St. and Palm Springs Shopping Centers, as well as in front of the Miracle Theatre, Coral Gables. Each of the shopping centers also houses the theatre of the same name. Star David McCallum flew directly to Miami from London, where he completed filming of "Three Bites of an Apple" just in time to attend the festivities at the Carib, Miami Beach. In addition to McCallum, and stars Lloyd Bridges, Shirley Eaton, Brian Kelly, and Marshall Thompson, actress Vivian Vance was on hand. Miss Vance is active in mental health work, and the opening was sponsored by the Mental Health Society. A party at the Fontainebleau Hotel was held the night before the premiere for newspapermen from Atlanta, Birmingham, Nashville, Charlotte, Memphis, New Orleans, and other leading cities in the south, to meet the stars of the film. The Miami Marine Council also participated in the publicity for the opening by offering both a \$25 U.S. Savings Bond and a ride in the theatre premiere parade to the winner of a water safety slogan contest to kick off the Council's "Fun Afloat" boating show at the Miami Marine Stadium. In Washington, D.C., Florida Senators took advantage of the opportunity to show off their home state's movie-making industry for colleagues when a private showing was held of "Around the World Under the Sea" in the new Senate Office Building. . . . Manuel Jimenez-Rojo is now manager, Town. . . . The Florida Association of Mental Health benefitted from the showings of "Around the World Under the Sea" on opening nights in Winter Park, at the Park East and West; in Gainesville, at the Plaza; and in St. Petersburg, at the Crossroads. . . . A theatre located on the mezzanine of the DuPont Plaza Hotel in downtown Miami opened with a "donation only" admission policy and profits from the 190 seats going to the Variety Children's Hospital. Samuel Kipnis is

presenting such films as "The Little Humpback Horse," "The Cranes Are Flying," "The Last Angry Man," "The Jolson Story," etc. . . . Film producers in Dade County were exempted from certain county building and employee-licensing regulations following a heated session of the Metropolitan Dade County Commission. Chapter 10 of the Dade Metropolitan Code, which requires licensed electricians to handle all electrical jobs in building work, now provides that the movie industry may be exempted when work has to do with temporary sets and equipment. After settlement of the Code 10 controversy, the Commission passed on first reading two other ordinances which would exempt the movie industry from provisions of the South Florida Building Code, except those regulations contained in the National Electrical Code relating to temporary sets; would require a producer to take out one electrical permit to cover a complete production; require the producer to request inspection from government building officials of electrical work prior to each shooting. A new section would require various fees for the use of public property other than park and recreation property for motion picture and television production. None of the changes exempt the industry from regulations pertaining to permanent construction and electrical work, but do give relief from the need to hire certified, licensed electricians to handle electrical work on temporary sets and portable equipment. Ben Chapman, president, Ivan Tors Studios, declared that the decision by the Commission will give "others incentive to come here."

A June 1 opening for the \$400,000 Mustang Drive-In enlivened St. Petersburg. Sydney Shipiro is operator of the 1,000-car airer. . . . Sonny Shepherd, Wometco vice-president and district manager for their Miami Beach theatres, was back on the job after several months' absence recuperating from illness. Sonny is making his headquarters at the Carib, Miami Beach. . . . A comedy made locally by Cuban exiles will have its premiere here at the Tower. If it is the success that manager Jose' Smith predicts, it may be prepared with English sub-titles for showing in American-language theatres.

NEW HAVEN-HARTFORD

Lockwood & Gordon has booked two major Connecticut premieres for June 29—Warner Bros.' "Who's Afraid of Virginia Woolf?" at the Cine Webb, Wethersfield (suburban Hartford), and UA's "Khartoum" at the Cinerama, Hartford. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, independent Connecticut circuit, booked a Sunday matinee "Shockarama" program into the Eastwood, East Hartford, charging 75 cents admission for a triple-feature lineup. . . . Number of cars parked in the Temple Street Garage and in the surface area across from Malley's Department Store—both prime locations in downtown New Haven's theatre district—is nearly 20 per cent higher for first four months of 1966 than at same time last year, according to New Haven Parking Authority. . . . James M. Totman, Stanley Warner New England zone manager, proudly disclosed that Mrs. Margie Mortensen, Capitol, Willimantic, has won \$125 third prize in regional S W managerial promotion contest for Buena Vista reissue, "Old Yeller." Some weeks ago, she received a \$2,000 check for promotion on MGM's "She." . . . In Worcester, Mass., New England Theatres Inc., regional American Broadcasting Company affiliate, has started construction on a \$500,000 hard-top theatre in the Lincoln Plaza shopping center. The project is first four-wall theatre to be built in this cen-



Mrs. Mort Magill will be installed as president of Philadelphia's Tent 13 Variety Club Women at their June 14 meeting in the Viennese Room of the Bellevue-Stratford Hotel here.

tral Massachusetts city since the 1930s. . . . Connecticut exhibition leader Louis Rogow will be honored at the Hartford B'nai B'rith-sponsored "Shower of Stars" program, featuring comedian Henny Youngman, at the Hartford Jewish Community Center on June 12 at 8 p.m. Rogow, partner in the Pine Drive-In, Waterbury, will be cited for his service to the State of Israel. . . . Paul L. McNamara, 17-year-old son of Ray McNamara, Hartford resident manager for New England Theatres, Inc. (ABC regional affiliate), and Mrs. McNamara, has been named "Achiever of the Year" out of a membership of several thousand teen-age boys and girls participating in the Hartford Junior Achievement Program.

NEW ORLEANS

Don Kay, chief barker, Variety Club of New Orleans Tent 45, announced that the Tent's new charity for children was to raise \$100,000 for Loyola University Dental School to extend their program of underprivileged children dentistry. . . . Paramount Film Distributing Corporation of New Orleans held a formal opening of its new office at room 804 in the new International Trade Mart at the foot of Canal Street. . . . Location shooting of Warner's "Hotel" was concluded here. . . . WOMPI Lee Nickolaus and her husband Phillip planed to Houston for a visit with relatives. . . . Sympathy is extended to WOMPI Charlotte Niemeyer, Universal, on the death of her aunt. . . . A son, Allen Duplechin, Jr., was born to Allen Duplechin, Sr., assistant manager, Loew's State, and his wife, Sandra. . . . R. C. Powell, Tammany, Slidell, La., and Dave Mitchell, Algiers Drive-In, Algiers, La., were the first month winners of Gulf States Theatres five month boxoffice drive. . . . Sherrill Clabaugh was transferred from assistant manager of a San Antonio theatre to manager of Gulf States' operation in Pascagoula, Miss., area where he will supervise the management of the Towne, and Lakeside Drive-In in Pascagoula and the Royal, Moss Point, Miss.

PHILADELPHIA

Variety Club Women of Tent 13 will hold their luncheon and installation of officers for 1966-67 on June 14 in the Viennese Room of the Bellevue-Stratford Hotel. Officers to be installed are Mrs. Mort Magill, president; Mrs. Sidney Dubin, first vice-president; Mrs. Isadore Sley, second vice-president; Mrs. Sidney Levine, treasurer; Mrs. Harry Rothstein, recording secretary; Mrs. Joseph Matt, cor-

responding secretary; Mrs. Herman Zimmerman, financial secretary; and Mrs. Jack Finkelshtein, alternate secretary. . . . Max Chasens sold the Capitol, Atlantic City, N.J., to Al Baker, Jr., former night club owner and burlesque operator. Baker plans to open the theatre as the shore's second burlesque house on June 17. . . . Ben Zimmerman is handling Ellis' newly opened Nixon and Tower; Dave Rubin is at Ellis' Crescent, West Collingswood, N.J., and John Cohen is now at Ellis' Yorktown. . . . United Artists' exchange are out to win the prize money in United Artists Weeks—June 26 to July 9; and the staff ask for the cooperation of all exhibitor friends in setting dates. . . . Jerry Lewis was due in on his nation-wide tour in behalf of his Columbia comedy "Three On A Couch". . . . 20th-Fox's "The Sound Of Music" went on two-a-day summer schedule at Goldman's Midtown.

SAN ANTONIO

Ted Waggoner, manager, Cinema I and Cinema II, North Star Mall, made arrangements for the south Texas premiere of "A Big Hand For The Little Lady" at Cinema I last week. As an extra added attraction, Bill Austin presented a concert on the Baldwin organ. On the stage in person was a "Full House" of fashions with the Ben Shaw models. . . . Veteran movie star Slim Pickens and "Tarzan" Jock Mahoney recently visited the city. The stars were guests at Ruidoso Downs, N. M., and both had featured races named in their honor. . . . Mrs. Enrico Liberto was installed new president of the Motion Picture Council at a luncheon at the Wayfarer Motor Hotel. Speaker at the meeting was Lynn Harrie, Dallas, assistant to Karl Hoblitzelle, president, Interstate Theatre Circuit. Other new officers are Raymond Stanley, Mrs. Marvin Koplin, Mrs. John A. Dobbins, vice-presidents; Mrs. Walter Hafner, secretary; and Mrs. P. E. Narvarte, treasurer. . . . Frank Whisenant, manager, Fredericksburg Road D-I, offered all owners accompanied by their Dachshunds free admission to the triple bill consisting of "Winnie the Pooh," "The Ugly Dachshund," and "Old Yeller." . . . Eno Cole, who appears in the coming film version of James Michener's best seller, "Hawaii," was accompanied by Ramona Young, another starlet seen in the film. The two danced at the Hawaiian fashion show at Joske's of Texas. They also entertained wounded soldiers from Viet Nam at Brooke General Hospital. . . . Mr. and Mrs. R. W. Barron, Sr., celebrated their 60th wedding anniversary. Several of the bridesmaids from the wedding attended the anniversary dinner and party held by Mr. and Mrs. R. W. Barron, Jr., and their sister. Barron Sr. owned the Independent Theatre Supply Co. from 1917 to 1953. It is now operated by Barron Jr. . . . Tommy Cuellar, recently appointed assistant manager, Woodlawn, has graduated from Edison High School here. . . . Vivien Scoggins, secretary to Tom Powers, city manager for Cinema Arts Theatres, received word that her son has been promoted to Captain and that he and his family are being transferred from Germany to North Carolina. . . . Tom Powers, city manager, Cinema Arts Theatres, has announced that all of the circuit's theatres will begin matinee showings daily. . . . Interstate Theatres are reminding junior citizens (12 through 17 years) and senior citizens (60 years or more) that it is now time to renew or obtain their Movie Discount Card. . . . The Plaza, Burney, Tex., is being demolished to make way for an addition to a drug store. This was the only theatre in the town. . . . The Cactus D-I, Pharr, Tex., observed its 20th anniversary. Joe Garcia, manager, presented a special screen program,

prizes, and gifts for patrons. . . . The new 1,000 car Rocket D-I has been opened by U. A. Lane at El Paso, Tex. . . . The Buckaroo D-I has been opened at Sunday, Tex., by new owner W. O. Kelley.

SEATTLE

Leaders of the Seattle Israel bond committee sponsored a showing of "Cast a Giant Shadow" at the Town Theatre as a benefit for the 1966 bond drive. . . . Several hundred personal letters were sent out by the staff at Sterling Theatres to friends and acquaintances inviting them to see "A Thousand Clowns" at the Uptown. The gimmick is that the writer is so sure that the recipient will like it and recommend it to his friends that a guarantee of admission refund is made if he feels otherwise.

WASHINGTON

Johnny Weissmuller was on hand to greet radio, television, and newspaper guests attending the recent private showing of Cinema V's "Morgan" at the International Brotherhood of



Seen at the recent membership meeting and luncheon of Allied Theatres of Illinois at the Sheraton Blackstone Hotel, Chicago, were, left to right, Jack Clark, president of Allied; George Kerasotes, Kerasotes Theatres; Marshall Fine, president of NATO; and Oscar Brotman, Brotman-Sherman Theatres. Kerasotes and Fine were guest speakers.

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Teamsters auditorium. The new British comedy opened its Washington premiere at Janus 1 and 2. . . . The Women of the Motion Picture Industry, International, have initiated a program of monthly films to be shown at the Jewish Foundation for Retarded Children. . . . Wineland Theatres announced the gala opening of the Belair Theatre, located in the Belair Shopping Center, Bowie, Md. . . . Paul Roth, head of Valley Enterprises, Inc., and Roth Theatres in Silver Spring, Md., announced the completion of the State Theatre, Harrisonburg, Va., "wall-to-wall and floor-to-ceiling" remodeling. The theatre has been decorated in warm tones of red, with accents of black and gold. New seats have been installed, boasting luxurious deep-foam padding and extra-wide spacing between rows. The auditorium ceiling was completely replaced with suspended acoustical blocks. Foyer-lobby treatment includes a luminescent acoustical ceiling; alternate wall panels of rich red fabric and natural woods; plus highly decorative lighting fixtures and specially designed stairway-decor of leather-covered panels and wrought-iron railings. Custom-loomed deep-pile carpet has been installed throughout. A new refreshment stand was added, and a special alcove built to house refreshment vending machines. Rest rooms were completely refurbished with vinyl wall and floor treatments and new fixtures throughout. The State's marquee and front glisten with new lighting in attraction panels and display frames. New drapes and decor are featured in the boxoffice. Opening attraction was "The Trouble With Angels." The State is under the supervision of Ned Glaser, district manager for Roth Theatres. Mrs. Nan Welsh is resident-manager.

Skyport Cinema In Cleveland

CLEVELAND—Free movies for waiting travelers were opened at Hopkins International Airport as Modern Talking Picture Service's "Skyport Cinema" began operation in Cleveland, according to William M. Oard, Modern vice-president.

The free movie lounge has seats for 50 people and will run films on sports, travel, and business subjects throughout the day.

This marks the sixth location of such a service for waiting travelers and their guests at airports in the United States and the second such installation in Ohio. The first Modern "Skyport Cinema" was inaugurated in Cincinnati 18 months ago; since then movies have been available at Minneapolis-St. Paul, Kansas City, Atlanta, and Denver airports.

Rifkin Joins Wolper Prods.

NEW YORK—M. J. (Bud) Rifkin, executive vice-president, United Artists Television, has resigned to accept the position of executive vice-president of Wolper Productions, Inc., and president of Wolper Television Sales, both Metromedia companies.

John Kluge, president of Metromedia, and David L. Wolper, president of Wolper Productions, jointly announced Rifkin's appointment, noting that he has been given "free rein" to expand activity and sales in all areas, including tv network, tv syndication, live and filmed specials—both entertainment and documentary—and industrial film.

LONDON OBSERVATIONS (Continued from Page 12)

Boeing"; the CEA South Wales branch evening; and private functions, to say nothing of the gimmicks that were always arriving in one's room.

Future conferences may be even more business like. The golf tournament, won by Jim Ward, may be brought forward to Sunday to provide more time for sessions, and a delegate from NATO is likely to be invited so that the American view can be heard first hand. Though a visitor to many conventions during his Kinema Renters Society days, this was Bob Camplin's first convention as CEA general secretary. He made a big impression. I like the way he works, his approach, and his ideas. Thanks to him, Wyndham Lewis, and Tony Woods, everyone was kept happy and enthusiastic, and I am sure that all the 600 plus delegates returned home with renewed faith in the industry.

REVIEWS

The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29-year-old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO
Vol. 75, No. 18

June 8, 1966

BUENA VISTA

Lt. Robin Crusoe, U.S.N. COMEDY
115M.

Buena Vista
(Color)

ESTIMATE: Disney, Van Dyke appeal should draw family audience.

CAST: Dick Van Dyke, Nancy Kwan, Akim Tamiroff, Arthur Malet, Tyler McVey, P. L. Renoudet, Peter Duryea, John Dennis, Nancy Hsueh, Yvonne Ribuca, Victoria Young, Bebe Louie, Lucia Valero. Presented by Walt Disney; produced by Bill Walsh and Ron Miller; directed by Byron Paul; screenplay by Walsh and Don DaGradi, based on a story by Retlaw Yensid.

STORY: After 18 months on a desert island, jet pilot Dick Van Dyke is rescued and writes his fiancée of his experiences. His plane caught fire, and he bailed out into the ocean, drifting to an uninhabited island. After building a hut, he finds a Japanese sub which he uses for needed supplies and meets an astro-chimp who provides companionship of a sort. A new arrival is native girl Nancy Kwan, banished to the island by irate father Akim Tamiroff after refusing to marry a man of his choice. Van Dyke teaches her about women's rights, and they are joined by all her female cousins and sisters who join in the rebellion against the tyrannical Tamiroff. Van Dyke trains his army of gals to repulse the expected attack by Tamiroff's forces. Sure enough, Tamiroff arrives, and Van Dyke's elaborate defense setup works after a fashion. Much to his dismay, Tamiroff decides that he shall marry Kwan. Just then, a helicopter rescues Van Dyke and the chimp.

X-RAY: Writer Retlaw Yensid (read it backwards) hasn't done right by producer Walt Disney and star Dick Van Dyke. As a result, this entry aimed at the family audience proves somewhat disappointing. There are some diverting moments, and a sure-fire performance by a talented chimpanzee, but the story, which attempts to parallel the adventures of Robinson Crusoe has many arid stretches. Not even the proven comedy talents of popular Dick Van Dyke can overcome them. Van Dyke struggles alone to keep his raft and the picture afloat for more than a half-hour before any other island life is introduced. By the time the chimp and the lovely Nancy Kwan arrive on the scene, the audience is more than ready for them. The film picks up somewhat after that, but too many times the attempts at humor are silly rather than funny. Color is lovely, and Van Dyke does all he can, but the thin story just can't support the long running time. You can't count out even the minor entries from Disney because his audience is large and loyal, and

he is sure to put his promotional genius solidly behind his product. This one just takes too long to get moving.

COLUMBIA

Three On A Couch

COMEDY
109M.

Columbia
(Color by Pathe)

ESTIMATE: Jerry Lewis is back.

CAST: Fritz Feld, Renzo Cesana, Buddy Lester, Kathleen Freeman, Leslie Parrish, Gila Golan, Mary Ann Mobley, James Best, Janet Leigh, Jerry Lewis. Produced and directed by Jerry Lewis.

STORY: Commercial artist Jerry Lewis has won first prize in a contest that not only provides a substantial cash award but also offers the chance to do a huge mural on a year's assignment on a prominent French building. He plans on taking along fiancée Janet Leigh, a psychiatrist, for a honeymoon in Paris while he paints and she does some research. Leigh is overjoyed but refuses to leave three female patients, Mary Ann Mobley, Leslie Parrish, and Gila Golan, who go to pieces at the thought of her absence. They each have had unhappy experiences with men. Best friend Dr. James Best suggests Lewis try to correct their mental attitudes by showing them that men can be good. He befriends each in turn, using a different alias and different approach. He snaps each one out of the psychiatric doldrums. Leigh, seeing her patients on the road to recovery, agrees to sail with Lewis and invites the three girls to come with their boy friends to the farewell party. Her secretary, Kathleen Freeman, throws a big surprise party during which Lewis manages to hold his own with Leigh and the girls until the climax when he stands revealed as the lover of her three patients. At first, Leigh calls off everything but realizes that he did help them. She really does love him so its bon voyage time.

X-RAY: Once again, Jerry Lewis has taken on the role of hero, director, and producer. As star, he is efficient, competent, and even a mite subdued. As director, Lewis is adequate, but cutting and tightening are in order. If effected, a much more palatable entry would be the result. Producer Lewis has done well by the lavish and eye-appealing settings, the use of color, etc. A preview audience seemed to get a number of laughs out of the proceedings, but there were also periods that cried out for something to happen. The cast provides good support. Although the approach here is a bit on the more sophisticated side, the reaction to this latest Lewis laugh-seeker should be about the same as most of his other releases, all of which have been reputed to be money-makers. There is a song, "A Now And A Later

Love." The screenplay is by Bob Ross and Samuel A. Taylor, based on a story by Arne Sultan and Marvin Worth.

AD LINES: "Jerry Lewis As A Self-Appointed Assistant To A Psychiatrist Is The Living End"; "He's In Love With A Lady Psychiatrist Which Means That Anything Can And Does Happen."

EMBASSY

Billy The Kid Vs Dracula WESTERN
72M.

Embassy
(Pathecolor)

ESTIMATE: Novel western is exploitable.

CAST: Chuck Courtney, John Carradine, Melinda Plowman, Virginia Christine, Walter Janovitz, Bing Russell, Lennie Greer, Roy Barcroft, Olive Carey, Richard Reeves, Harry Carey, Jr., Hannie Landman, Marjorie Bennett, William Forrest, George Cisar, Max Klevin, Jack Williams, William Chalee, Charlita. Produced by Carroll Case; directed by William Beaudine.

STORY: Chuck Courtney (Billy, the Kid), reformed outlaw, is foreman of Melinda Plowman's ranch and is engaged to her. John Carradine (Dracula), a vampire, arrives posing as Plowman's uncle. He has killed several other girls. Soon Plowman is in Carradine's power as Courtney, suspicious, bones up on vampire lore. Courtney tracks Carradine and Plowman to a deserted silver mine on her property and kills Carradine.

X-RAY: This is another western combined with a horror movie with original story and screenplay by Carl K. Hittleman. Like its companion feature, "Jesse James Meets Frankenstein's Daughter," it should do okay in exploitation spots. It is played straight with cast and direction okay and color enhancing things. John Carradine as Dracula overacts a bit, although we suppose it is in keeping with the part. This and the feature with which it is coupled might have possibilities if sold as "high camp," but it is all right as it is. There is plenty of action.

AD LINES: "The West's Deadliest Gun Fighter Meets The World's Most Diabolical Killer"; "The Greatest Name In Terror History."

An Eye For An Eye

WESTERN
92M.

Embassy
(Pathecolor)

ESTIMATE: Okay western for the program.

CAST: Robert Lansing, Pat Wayne, Slim Pickens, Gloria Talbott, Paul Fix, Strother Martin, Henry Wills, Jerry Gatling, Rance Howard, Clint Howard. Produced by Carroll Case; directed by Michael Moore.

STORY: Three killers, headed by Slim Pickens, invade a lonely western cabin, attack and kill a woman and her young son, and burn the cabin. The tragedy is discovered by the dead woman's husband, Robert Lansing, former bounty hunter. Derelict Strother Martin informs Lansing that Pickens was responsible, probably in retaliation for his brother, a convicted killer, being killed by Lansing. Lansing takes off after the threesome, encountering Pat Wayne, a young bounty hunter out to make a name for himself, also after Pickens. Wayne tries to bait Lansing into a fight which would build his reputation, but Lansing refuses. Instead, he talks him into joining forces so that they can more effectively face the sought trio. He intimates there could always be a reckoning between the two later. Wayne accepts. At a trading post, posing as hunters, they make the acquaintance of Paul Fix, his young son, and his older daughter, Gloria Talbott, who is attracted to Lansing. Nearby, they come on the trio. In the gun fight, Lansing's gun hand is incapacitated while Wayne is blinded by a bullet crease in the head. Pickens' henchmen are killed, but he gets away, slightly wounded. Realizing that once Pickens learns of their plight, he will return to kill them, Lansing and Wayne work out a system of offense wherein Lansing will guide Wayne's gunfire. They practice hour after hour. Martin informs Pickens and also gives him a message from Lansing for a showdown. Wayne kills Pickens but is himself killed by Martin, who is shot by Lansing. The latter rides off after informing Talbott that he couldn't risk involving her in his uncertain future.

X-RAY: Suspense and a mounting excitement are to be found in this western that features a story that holds interest adequately, good performances, and serviceable direction and production. The use of color dresses up this tale of bounty hunters in action, and it should do okay as part of the show. The screenplay is by Bing Russell and Sumner Williams.

AD LINES: "Bounty Hunters In Action"; "Killers Of The Old Wild West."

Jesse James Meets Frankenstein's Daughter

Embassy
(Pathecolor)

WESTERN
82M.

ESTIMATE: Novel western is exploitable.

CAST: John Lupton, Cal Bolder, Estelita, Narda Onyx, Steven Geray, Raymond Barnes, Jim Davis, Felipe Turich, Rosa Turich, Page Slattery, Nester Paiva, Dan White, Roger Creed, Fred Stromsoe, William Faucett, Mark Norton. Produced by Carroll Case; directed by William Beaudine.

STORY: When his pal, Cal Bolder, is wounded, John Lupton (Jesse James) enlists the aid of Mexican girl Estelita, who directs them to mysterious Narda Onyx and her brother, Steven Geray, doctors who reside in the ruins of an ancient mission overlooking a village. The doctors are the grandchildren of the infamous Dr. Frankenstein, whose monster creation horrified Europe a half century earlier. They treat Bolder, and Onyx is impressed by his physique. When Estelita tries to warn Lupton that the sheriff is closing in on him, Onyx decides to turn him in, planning to transform Bolder into a robot by a brain operation. Lupton escapes from the trap set by Onyx and returns to the mission to find that Bolder has strangled Geray. Lupton confronts Onyx, who now plans to have Bolder help her conduct a further experiment on him. Bolder refuses to obey her command at the last minute. He strangles Onyx, and Lupton is freed as Estelita kills the robot Bolder. As Lupton goes off with the sheriff, Estelita tells him she will hopefully

await his return.

X-RAY: This wild idea (combining a western with a horror movie with original story and screenplay by Carl H. Hittleman) is a good one, especially for exploitation houses. It is played straight with the entire cast competent and direction in the capable hands of William Beaudine. It comes off not nearly as unbelievable as it sounds. There is plenty of action, and the color is helpful. It is being sold in most spots as a combination with a sister-film, "Billy The Kid Vs Dracula."

AD LINES: "The Newest In Terror-tainment!"; "Roaring Guns Against Raging Monster."

PARAMOUNT

Nevada Smith

WESTERN
128M.

Paramount
(Panavision)
(Color)

ESTIMATE: Good western has names and action.

CAST: Steve McQueen, Karl Malden, Brian Keith, Arthur Kennedy, Suzanne Pleshette, Raf Valone, Janet Margolin, Howard Da Silva, Pat Hingle, Martin Landau, Paul Fix, Gene Evans, Josephine Hutchinson, John Doucette, Val Avery, Sheldon Allman, Lyle Bettger, Bert Freed. Produced and directed by Henry Hathaway; executive producer, Joseph E. Levine.

STORY: Steve McQueen has grown into a naive, wiry youth, not knowing much of the world outside of the desert and mountains where he has been raised by a white father and an Indian mother. Three outlaws, Karl Malden, Arthur Kennedy, and Martin Landau, torture and kill his parents in a search for gold. Their condition is so bad when found by McQueen that he burns the bodies and cabin in a roaring funeral pyre. With a horse, rifle, and eight dollars, he sets about tracking the killers, only to be relieved of his possessions by other thieves en route. Starving, he meets Brian Keith, a traveling gunsmith, who befriends him. When Keith's efforts to dissuade McQueen from his mission fail, he teaches the lad how to handle a gun, the tricks of professional killers, how to play cards, and even a bit of reading. He bids him join him if he ever wishes to do so. McQueen catches up with Landau and kills him in a knife fight. He is wounded and nursed back to health by Indian girl Janet Margolin. He learns Kennedy is in a Louisiana prison and fakes a hold-up to join him, becoming friends and partners in an escape attempt helped by Suzanne Pleshette. With freedom in sight, McQueen reveals his true identity and kills Kennedy. Pleshette dies of a snake bite. Years later, well seasoned, he catches up with Malden, wounds him in each leg, but then overcome by disgust, he rides off to find Keith and the job he promised him.

X-RAY: Vengeance on the violent frontier of the wild west is the central theme in this tale, which also relates how a simple and naive youth grew into a hardened, resourceful killer. He is not entirely without hope or compassion after the initial urge for retribution has worn away. The chase is ever present from start to finish, and along the way viewers will encounter adventure, action, romance, drama, intrigue, etc., bathed in the revealing light of color and surrounded by the wild beauties of nature. There is yet another angle to think about in addition to the capable performances, the strong direction, and the suitable production values. This entry is a follow-up to the

character introduced in the previous release, "The Carpetbaggers," as Nevada Smith. This is his story, and perhaps the millions who saw "The Carpetbaggers" may well be interested in this revelation as to who and what Nevada Smith was. If this is the case, then prepare for some impressive returns. One must be impressed by the solid "name" value of the cast backing McQueen, who is well on the road to becoming one of the better known Hollywood personalities. The story and screenplay are by John Michael Hayes.

AD LINES: "The Exciting Story Behind Nevada Smith, The Cowboy in 'The Carpetbaggers.'" "A Thrill-Packed, Suspenseful Western Based On The Unforgettable Character, Nevada Smith."

Paradise, Hawaiian Style MUSICAL 91M.

Paramount
(Technicolor)

ESTIMATE: Elvis Presley sings again.

CAST: Elvis Presley, Suzanna Leigh, James Shigeta, Donna Butterworth, Marianna Hill, Irene Tsu, Linda Wong, Julie Parrish, Jan Shepard, John Doucette, Philip Ahn, Grady Sutton. Produced by Hal Wallis; associate producer, Paul Nathan; directed by Michael Moore.

STORY: When airline pilot Elvis Presley loses his job for being compromised by a stewardess, he returns to Hawaii to ask buddy James Shigeta to become a partner in a new transport and passenger venture involving helicopters. He persuades various lovelies with whom he has been friendly and who work at various hotels to send them customers. Suzanna Leigh is hired as a secretary with a cautious Shigeta introducing her as a married woman. On one of Presley's trips carrying dogs to a show, the animals get loose, and he loses control momentarily. He forces a car carrying John Doucette of the Federal Aviation Agency into a ditch. Before keeping a business date, Presley takes Shigeta's daughter, Donna Butterworth, and friend Marianna Hill on a picnic swim junket. Hill wants him to stay and make love, and she buries the key. They are forced to spend the night until Shigeta comes looking for them in the other helicopter. There is a rift between the friends. Presley finds that he's been grounded for 30 days, but when Shigeta doesn't arrive home, he sets out to look for him in the helicopter with Leigh. They find the copter down and Shigeta with a broken leg. Hospitalized, they are friends again, but Presley is in trouble for violating the nonflying edict. He is able to talk to Doucette, who lifts the ban at a huge celebration. Leigh and Presley seem booked for the future if they can ever find some time alone.

X-RAY: The islands of Hawaii are gorgeous in revealing Technicolor and make a wonderful backdrop for this latest Elvis Presley singing adventure entry. Not only is he surrounded by great scenery but by good looking gals, some competent people, etc. The story is interesting enough, being a framework on which to hang the settings, and it holds viewer attention okay, although a bit of tightening wouldn't have been remiss. Presley sings 10 songs so all's right with the music world, and there are a load of angles for tie-ups with music shops, travel agencies, florist emporiums, etc. Direction and production are good. It should make up well as part of the show. The screenplay is by Allan Weiss and Anthony Lawrence, based on a story by Weiss. Incidentally, the use of helicopters to show off the scenic wonders of the area is a commendable touch.

AD LINES: "Elvis Presley Has Some Great

(Continued on next page)

ALPHABETICAL GUIDE

(Continued from page 5412)

U

Ugly Dachshund, The—93m.—BV.5362
Underworld Informers—105m.—Cont.5335

V

Village of The Giants—80m.—Emb.5335

Violent And The Damned, The—62m.—For.5328
Visit To A Small Planet—85m.—Re.—Par.5399
Viva Maria—114m.—UA5358

W

Walk In The Shadow—93m.—Cont.5373
War Lord, The—123m.—U5331
Weekend At Dunkirk—101m.—Fox5406
Weird, Wicked World—82m.—For.5387
When The Boys Meet The Girls—110m.—MGM 5351
Where The Spies Are—110m.—MGM5351

Who Killed Teddy Bear?—90m.—Misc.5338
WIA (Wounded In Action)—87m.—For.5387
Wild On The Beach—77m.—Fox5323
Wild, Wild Winter—80m.—U.5364
Willy McBean and His Magic Machine—
94m.—Misc.5324
Winter A-Go-Go—88m.—Col.5342

Y

Year Of The Horse, The—58m.—Misc.5387
You Must Be Joking—100m.—Col.5342

PARADISE, HAWAIIAN STYLE

(Continued from page 5410)

Adventures In Colorful Hawaii"; "Fun . . .
Romance . . . The Beauties Of Hawaii . . .
All Make This New Elvis Presley Film A
'Must.'"

UNITED ARTISTS

Boy, Did I Get A
Wrong Number!COMEDY
99M

United Artists
(Small)

(Color by DeLuxe)

ESTIMATE: Moderately amusing nonsense in
the Hope style.

CAST: Bob Hope, Elke Sommer, Phyllis
Diller, Cesare Danova, Marjorie Lord, Kelly
Thordsen, Benny Baker, Terry Burnham, Joyce
Jameson, Harry Von Zell, Kevin Burchett,
Keith Taylor, John Todd Roberts. An Edward
Small Production; associate producer and
original story by George Beck; directed by
George Marshall; screenplay by Burt Styler,
Albert E. Lewin, and George Kennett.

STORY: Film beauty Elke Sommer, tired of
taking baths before the camera, flees the set of
her latest picture and hides in a hotel in a
small Oregon town. Her lover-director Cesare
Danova starts a hunt for her and takes advantage
of the situation to garner reams of publicity
for the picture. Foul play is hinted. Real
estate man Bob Hope, trying to call his wife,
Marjorie Lord, at the hotel, gets Sommer's
room by mistake, and she talks him into bringing
her some food. She seeks a hideout, and he
has a piece of property near a lake that he
can't sell. Sommer goes there to hide out,
causing complications when Lord decides they
should go there for a few days' vacation. Aided
by his nutty cook-housekeeper, Phyllis Diller,
Hope races to the cabin to get rid of Sommer
before Lord gets the wrong idea. Danova and
the police are hot on the trail and circumstan-
tial evidence indicates that Hope murdered
the movie star. Diller helps him escape, and a
mad chase ensues with Sommer asleep in the
back of Hope's car. All ends well with Lord
assured that her husband has not been playing
hanky-panky with the beauteous Sommer.

X-RAY: A rather flimsy plot serves as a peg
for some moderately amusing nonsense, with
Hope getting off some amusing quips in his
usual style. He is aided by Phyllis Diller in
her first film, and the zany comedienne who
capitalizes on her wildly disheveled appear-
ance provides some funny moments. Elke Som-
mer wanders through the proceedings in a
fetching wardrobe of bath towels, and that
should be enough to keep the attention of most
men on the screen. There are some arid
stretches, and the one joke story wears thin at
times. It shapes up as lightweight, warm
weather fare, and general audiences should
be mildly amused and fairly well satisfied.
Hope deserves a better script as this one is
more frantic than funny. Color serves as a plus,
and the names can be sold.

AD LINES: "The Picture That Gets You
Where You Laugh"; "Bob Hope Dials A
Wrong Number . . . And It Should Happen
To You."

FOREIGN

Mandragola

COMEDY-DRAMA
100M.

Europix-Consolidated
(Italian-made)
(English titles)

ESTIMATE: Strictly for the art set.

CAST: Rosanna Schiaffino, Philippe Leroy,
Jean Claude Brialy, Toto, Romolo Valli,
Armando Bandini, Nilla Pizzi. Produced by
Alfredo Bini; directed by Alberto Lattuada.

STORY: Philippe Leroy, a young, wealthy
Florentine in France, is told that the most
beautiful woman in the world is Rosanna
Schiaffino, the virtuous wife of a Florentine
notary, Romolo Valli, and he journeys there
to see and seduce her. Accompanying him is
his servant, Armando Bandini. He sees her and
falls in love with her. Valli is convinced that
she is sterile and has subjected her to all kinds
of treatments prescribed by various people,
many of which are painful. Jean Claude Brialy,
a parasitic confidence man who has the ear of
Valli, discovers Leroy's aim and offers to help
for a considerable sum. He has Leroy pose as
an expert physician who prescribes a root be
fed her, after which she is to have relations
with a young stranger who will die as a reaction
to the root. This would leave her reputa-
tion unblemished while providing Valli with
an heir. Schiaffino refuses, and Valli and the
others enlist the aid of an avaricious monk,
Toto, to help convince her. Leroy becomes
the youth off the streets in disguise. Alone with
Schiaffino and seeing her repulsed by his dis-
guise, he reveals both himself and the story of
his love. They spend the night together. She is
attracted to him and devises a plan whereby
they'll be able to see much more of each other
right under Valli's nose.

X-RAY: Frankly, it takes so long to seduce
the so-called heroine in this import that many
a viewer won't care whether or not it ever
comes off. Interest diminishes as time goes by
ever so slowly. Even art house audiences may
be repulsed by the opening sequence which
sets the stage for the rest of the film. It shows
a bar maid in a tavern being mauled and un-
dressed by a group of drinking and slobbering
men. So much for the initial two reactions.
Otherwise, the film has a few witty passages,
some memorable scenes, efficient perform-
ances, fair direction, and capable production
values. Despite the screenplay by Luigi Magni,
Stefano Strucchi, and Alberto Lattuada being
based on a so-called classic written by Niccolo
Machiavelli in the 1500's, this has received a
"C" rating from the Catholic National Office
For Motion Pictures.

AD LINES: "This Tryst Of A Married
Woman And A Bachelor Prince Is For Adults
Only"; "A Classic Comedy Of Love And In-
trigue For Adults Only."

Secret Agent Super Dragon

MELODRAMA
95M.

United Screen Arts
(Technicolor)
(Filmed abroad)

ESTIMATE: Colorful, interest-holding spy
entry.

CAST: Ray Danton, Marisa Hall, Margaret
Lee, Jess Hahn, Carlo D'Angelo, Adriana Am-
besi, Marco Guglielmi, Solvi Stubing, Gerhard
Haerter, Jacques Herlin. Produced by Roberto
Amoroso; directed by Calvin J. Padgett.

STORY: A powerful international organiza-
tion headed by Carlo D'Angelo in Amsterdam
plans a nationwide sabotage operation against
the U.S. and then the world so that he can
take over. A key instrument is a drug that ren-
ders victims helpless, turning users into human
robots. A college town in Michigan is used to
test the drug before going all-out. Suspicious
of espionage, the Central Intelligence Agency
starts to investigate. When an agent is found
dead, Ray Danton of the "Super Dragon"
section is assigned to the case. Clues lead to
Amsterdam where Danton is joined by fellow
agent Margaret Lee and Jess Hahn, an old
associate. Marisa Mell is assigned as local
liaison agent. Danton is ordered killed when
his interference becomes a nuisance, but with
Hahn's aid he manages to survive. Mell, mean-
while, has become a double agent because of
the drug. She obeys D'Angelo hoping to be
given the antidote as a reward. D'Angelo puts
on an exhibition of what the drug can do and
then calls a meeting of his henchmen. Danton
sits in, and Hahn saves Danton during a battle
that follows. Danton succeeds in penetrating
D'Angelo's secret lab and office and gets him
to surrender the antidote. In a last desperate
effort, D'Angelo tries once more to kill Dan-
ton. Failing, he meets his own death. The
threat from his organization is eliminated, and
Danton turns to thoughts of vacationing in
Amsterdam.

X-RAY: Thrills galore follow in rapid suc-
cession in this action and intrigue-packed spy
entry, the category that seems to be in vogue
these days. Judging by other similar releases,
this should do as well as most and perhaps a
shade better than some. The use of color is a
strong asset, with performances good and di-
rection and production capable. There are also
some cute comedy bits to help matters from
becoming too serious. It should make up well
as part of the show. The screenplay is by Bill
Coleman, Mike Mitchell, Remigio Delgrosso,
and Roberto Amoroso, based on a story by
C. J. Padgett.

AD LINES: "The Dragon Mates In Action";
"Turned Into Robots By a Potent Drug."

DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all
features as caught by our skilled reviewers.
Pages are cumulatively numbered.

ALPHABETICAL GUIDE TO 275 FEATURE REVIEWS

This index covers features reviewed thus far during the 1965-66 season in addition to features of the 1964-65 season, reviewed after the issue of Aug. 18, 1965.—Ed.

A

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 Agony And The Ecstasy, The—123m.—Fox5326
 Alice In Wonderland In Paris—52m.—Misc.5371
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 All The Way (The Joker Is Wild)—
 126m.—Par.—Re.5394
 Alphabet Murders, The—90m.—MGM5381
 Alphaville—100m.—For.5347
 And Now Miguel—95m.—U5400
 Apache Gold—91m.—Col.5321
 Apache Uprising—90m.—Para.5363
 Arabesque—105m.—U5401
 Around The World Under The Sea—
 110m.—MGM5390

B

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 Bedford Incident, The—102m.—Col.5334
 Bellboy, The—72m.—Re.—Par.5399
 Big Hand For The Little Lady, A—95m.—WB5401
 Big T.N.T. Show, The—93m.—AIP5361
 Billie—87m.—UA5323
 Billy The Kid Vs Dracula—72m.—Emb.5409
 Blindfold—102m.—U5407
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 Blood Bath—69m.—AIP5381
 Boeing, Boeing—102m.—Para.5346
 Born Free—94m.—Col.5385
 Boy Cried Murder, The—86m.—U5383
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 Brides Of Dracula, The—80m.—Re.—U5401
 Brigand of Kandahar, The—81m.—Col.5362
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C

Caressed—81m.—Fox5327
 Carry On Cleo—92m.—Fox5347
 Cast A Giant Shadow—136m.—UA5391
 Cavern, The—83m.—Fox5346
 Chase, The—130m.—Col.5369
 Cincinnati Kid, The—101m.—MGM5335
 Cinerama's Russian Adventure—162m.—Misc.5391
 City of Fear—88m.—AA5333
 Cloportes—102m.—For.5402
 Coast of Skeletons—90m.—For.5347
 Come Blow Your Horn—115m.—Para.—Re.5394
 Contest Girl—90m.—Cont.5398
 Crazy Paradise—95m.—For.5324
 Curse of The Fly, The—86m.—Fox5322
 Curse of The Voodoo—77m.—AA5345

D

Dear John—115m.—For.5383
 Desert Raven, The—80m.—AA5373
 Devils Of Darkness—88m.—Fox5322
 Die, Monster, Die—80m.—A-15349
 Dirty Game, The—87m.—AIP5393
 Do Not Disturb—102m.—Fox5358
 Don't Worry, We'll Think Of A Title—83m.—UA5400
 Dr. Goldfoot And The Bikini Machine—
 90m.—A-15349
 Dr. Who And The Daleks—85m.—Cont.5405
 Doctor Zhivago—197m.—MGM5357
 Dracula—Prince Of Darkness—90m.—Fox5369
 Duel At Diablo—103m.—UA5406

E

Ecco—100m.—A-15345
 El Cid—181m.—AA—Re.5381
 Enough Rope—104m.—For.5403
 Escape By Night—75m.—AA5341
 Evening With The Royal Ballet, An—93m.—For.5354
 Eye For An Eye, An—92m.—Emb.5409

F

Face of Fu Manchu, The—96m.—For.5331
 Faster Pussycat, Kill, Kill—83m.—Misc.5402
 Father Of A Soldier—83m.—For.5378
 Fantomas—104m.—For.5395
 Fiendish Ghouls, The—74m.—For.5338
 Fine Madness, A—104m.—WB5402
 Finger On The Trigger—87m.—AA5333
 Flame And The Fire—80m.—Cont.5363
 Flight Of The Phoenix, The—148m.—Fox5358
 Frankenstein Meets The Space Monster—
 78m.—AA5345
 Frankie And Johnny—87m.—UA5386
 Friend Of The Family—95m.—For.5352

G

Ghidrah, The Three-Headed Monster—
 85m.—Cont.5334
 Ghost And Mr. Chicken, The—90m.—U5364
 Ghost In The Invisible Bikini—82m.—AIP5389
 Girl Getters, The—93m.—AIP5398
 Git!—92m.—Emb.5350
 Glass Bottom Boat, The—110m.—MGM5394

Gospel According To St. Matthew, The—
 136m.—Cont.5373
 Great Sioux Massacre, The—91m.—Col.5329
 Great Spy Chase, The—87m.—AIP5398
 Greed In The Sun—112m.—MGM5325
 Group, The—150m.—UA5378
 Gulliver's Travels Beyond The Moon—85m.—
 Cont.5398
 Gunmen Of The Rio Grande—96m.—AA5321
 Gunpoint—86m.—U5386
 Guns Of Navarone, The—157m.—Col.—Re.5393

H

Hamlet—148m.—UA5382
 Hansel And Gretel—52m.—For.5355
 Harper—121m.—WB5374
 Harum Scarum—85m.—MGM5343
 Hercules Against The Moon Men—90m.—For.5338
 Heroes Of Telemark, The—131m.—Col.5349
 Hill, The—122m.—MGM5329
 Hold On—85m.—MGM5382
 Horrors Of Spider Island—75m.—Misc.5337
 Hours Of Love, The—89m.—For.5338
 How Not To Rob A Department Store—
 95m.—For.5365
 Human Duplicators, The—82m.—AA5345

I

Inside Daisy Clover—128m.—WB5359
 Italiano Brava Gente—156m.—Emb.5342

J

Jesse James Meets Frankenstein's Daughter—
 82m.—Emb.5410
 John F. Kennedy: Years Of Lightning,
 Day Of Drums—87m.—Emb.5385
 Johnny Nobody—88m.—For.5355
 Johnny Reno—83m.—Para.5377
 Johnny Tiger—102m.—U5395
 Judex—96m.—Cont.5389
 Judith—109m.—Para.5363
 Juliet Of The Spirits—148m.—For.5347

K

Kid Rodelo—91m.—Para.5364
 King and Country—90m.—AA—Landau5329
 King Kong Vs Godzilla—90m.—Re.—U5401
 King Rat—133m.—Col.5341
 Knockout—42m.—Misc.5346
 Kwaidan—125m.—Cont.5350

L

La Boheme—108m.—WB5337
 La Dolce Vita—175m.—AIP—Re.5381
 Lady L—107m.—MGM5399
 La Fuga—92m.—For.5379
 Last Of The Secret Agents, The—90m.—Par.5399
 Las Vegas Hillbillies—90m.—Misc.5402
 Leather Boys, The—105m.—AA5361
 Lemonade Joe—90m.—AA5397
 Life At The Top—117m.—For.5355
 Life Upside Down—93m.—For.5339
 Little Nuns, The—101m.—Emb.5325
 Little Ones, The—66m.—Col.5325
 Living It Up—85m.—Par.—Re.5322
 Lollipop—89m.—For.5383
 Lord Love A Duck—104m.—UA5370
 Lost Command—129m.—Col.5405
 Love In Four Dimensions—108m.—For.5339
 Loved One, The—116m.—MGM5336
 Lt. Robin Crusoe, U.S.N.—115m.—BV5409

M

Mad Executioners, The—92m.—Para.5343
 Madame X—100m.—U5378
 Made In Paris—101m.—MGM5369
 Magic World Of Topo Gigio, The—75m.—Col.5362
 Male Companion—92m.—For.5365
 Man Could Get Killed, A—99m.—U5383
 Mandragola—100m.—For.5411
 Marriage On The Rocks—109m.—WB5327
 Married Woman, The—94m.—For.5328
 Maya—91m.—MGM5390
 McGuire, Go Home—101m.—Cont.5389
 Merry Wives Of Windsor, The—97m.—For.5386
 Mickey One—93m.—Col.5329
 Modesty Blaise—119m.—Fox5400
 Moment To Moment—108m.—U5370
 Money Trap, The—92m.—MGM5363
 Moonwolf—85m.—AA5397
 Morgan—97m.—For.5403
 Mozambique—98m.—For.5366
 Murder Game, The—75m.—Fox5386
 Murder In Mississippi—84m.—Misc.5371
 Murieta—108m.—WB5323
 Mutiny In Outer Space—85m.—AA5341

N

Naked Prey, The—94m.—Para.5382
 Nanny, The—93m.—Fox5336
 Never Too Late—105m.—WB5344
 Nevada Smith—128m.—Para.5410
 Night Of The Grizzly, The—102m.—Para.5390

Nobody Waves Goodbye—80m.—Misc.5223
 North By Northwest—137m.—MGM—Re.5382

O

One-Eyed Jacks—141m.—Para.—Re.5395
 Once A Thief—107m.—MGM5321
 Operation C.I.A.—90m.—AA5349
 Oscar, The—119m.—Emb.5374
 Othello—166m.—WB5365
 Our Man Flint—107m.—Fox5358
 Out Of Sight—90m.—U5401

P

Paradise, Hawaiian Style—91m.—Para.5410
 Partners—88m.—Par.—Re.5322
 Paris Secret, 84m.—For.5328
 Party's Over, The—94m.—AA5397
 Patch Of Blue, A—105m.—MGM5353
 Pinocchio In Outer Space—71m.—U5337
 Plague Of The Zombies, The—90m.—Fox5370
 Planet Of The Vampires—86m.—A-15353
 Playground, The—95m.—For.5346
 Promise Her Anything—91m.—Para.5374
 Psychopath, The—83m.—Para.5399
 Pussycat Alley—99m.—For.5366

Q

Queen Of Blood—81m.—AIP5381

R

Racing Fever—90m.—AA5341
 Rage To Live, A—101m.—UA5327
 Railroad Man, The—105m.—Cont.5339
 Rare Breed, The—97m.—U5371
 Rasputin—The Mad Monk—92m.—Fox5395
 Ravagers, The—79m.—For.5366
 Red Line 7000—110m.—Para.5343
 Reptile, The—90m.—Fox5400
 Repulsion—105m.—For.5332
 Return From The Ashes—105m.—UA5337
 Return Of Mr. Moto, The—71m.—Fox5351
 Revenge Of The Gladiators—100m.—Para.5326
 Reward, The—92m.—Fox5326
 Ride Beyond Vengeance—100m.—Col.5393
 Rope of Flesh—91m.—Misc.5331
 Russians Are Coming, The—126m.—UA5407

S

Sabrina—113m.—Par.—Re.5322
 Sandra—100m.—For.5375
 Sands Of Beersheba—90m.—AIP5405
 Sands Of The Kalahari—119m.—Para.5343
 2nd. Best Secret Agent In The Whole Wide
 World, The—96m.—Emb.5350
 Secret Agent Fireball—89m.—AIP5361
 Secret Agent Super Dragon—95m.—For.5411
 Secret Of My Success, The—112m.—MGM5330
 Secret Seven, The—94m.—MGM5394
 Seven Slaves Against the World—96m.—Par.5331
 7 Women—93m.—MGM5353
 Shane—118m.—Para.—Re.5378
 Shepherd Girl, The—105m.—For.5355
 Shop On Main Street, The—128m.—For.5375
 Silencers, The—105m.—Col.5373
 Singing Nun, The—98m.—MGM5382
 Situation Hopeless—But Not Serious—
 97m.—Par.5330
 Skull, The—83m.—Par.5322
 Sleeping Beauty—70m.—For.5339
 Sleeping Beauty, The—90m.—For.5403
 Sleeping Car Murder, The—90m.—For.5371
 Slender Thread, The—98m.—Par.5354
 Snow White—74m.—For.5340
 Son Of A Gunfighter—92m.—MGM5390
 Spaceflight IC-1—65m.—Fox5336
 Spy In Your Eye—85m.—AIP5361
 Spy Who Came In From The Cold, The—112m.—
 Para.5354
 Spy With My Face, The—88m.—MGM5377
 Stagecoach—114m.—Fox5406
 Stop The World—I Want To Get Off—
 98m.—WB5391
 Study In Terror, A—94m.—Col.5394
 Swedish Wedding Night—96m.—For.5355

T

Taffy And The Jungle Hunter—87m.—AA5333
 Ten Commandments, The—219m.—Para.—Re.5382
 Ten Little Indians—92m.—For.5366
 Terror In The City—90m.—AA5393
 10th Victim, The—92m.—Emb.5357
 That Darn Cat—116m.—BV5325
 That Man In Istanbul—117m.—Col.5362
 Thousand Clowns, A—118m.—UA5351
 Three On A Couch—109m.—Col.5409
 Thunderball—131m.—UA5359
 Tiko And The Shark—100m.—MGM5390
 Time Of Indifference—84m.—Cont.5335
 To Trap A Spy—92m.—MGM5377
 Treasure Of Silver Lake—82m.—Col.5321
 Trouble With Angels, The—112m.—Col.5385

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June 8, 1966

SECTION THREE
Vol. 75, No. 18

EXPLOITATION

ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. —19107.

An Abducted Audience

More than 200 people were the objects of the biggest mass abducting in the New York history when comedian Jerry Lewis spirited the complete audience of the NBC-TV "Tonight" Show onto busses without warning recently and brought them to New York's Victoria Theatre for a special screening of his new film, "Three on a Couch," due to be released this summer by Columbia Pictures.

Lewis, who is producer, director and star of "Three on a Couch," was filling in for Johnny Carson as host of the "Tonight" Show, allowing ample opportunity to pull off the sensational act of showmanship. As the taping drew to a close, Lewis popped the news to the audience, who, after delighted screams, were immediately directed to waiting elevators under the watchful eye of millions of Americans who saw the mass abduction on the TV screens.

In the street, a caravan of six busses awaited the surprised throng. As they were seated, Lewis sprung his piece de resistance! Columbia Pictures personnel distributed 240 box dinners to the captive audience and the hijacked group were sped promptly to the theatre.

There they joined some 700 other invitees for the first glimpse of Jerry's new film, which also stars Janet Leigh, Mary Ann Mobley, Gila Golan, Leslie Parrish and James Best. Misses Mobley, Golan and Parrish and Mr. Best were waiting at the theatre to greet them amid the glitter of a special opening, complete with kleig lights, red carpet and flashbulbs. The entire proceedings were filmed for subsequent presentation on television, allowing a coast-to-coast TV audience to be eye-witnesses to the mass abduction.

Appreciation for the gentleness of Jerry's kidnapping plot was evident when the audience at the Victoria broke into applause as the star arrived for his own screening.

Later that evening, the red carpet treatment was also afforded to almost 1,000 cast members of virtually every Broadway and Off-Broadway play now showing in New York. Lewis had sent them invitations to a special midnight showing of "Three on a Couch," timed with the completion of their own theatrical chores.

Mermaids Help "Frankie"

Several Florida State Theatres first-run houses in the Miami, Ft. Lauderdale, Tampa and St. Petersburg areas received a healthy boxoffice lift for their engagements of United Artists "Frankie and Johnny" when four of the loveliest mermaids at FST's Weeki Wachee springs posed for television and newsreel coverage with Elvis Presley's \$35,000 custom-made, gold-covered automobile during its tour of Florida with Gabe Tucker at the driver's wheel.

Children's Model Plane Contest Keeps "Magnificent Men" Flying



An eager contestant views the model plane contest display held recently by the Steinbeck, Monterey, Cal., for 20th-Fox's "Those Magnificent Men In Their Flying Machines."

Home Town Boy Makes Good

The City of Pittsburgh, which among other things is the birthplace of Marty Allen, was turned upside down recently as the mop-headed comedian and his partner, Steve Rossi, took over the town for the world premiere of their Paramount debut motion picture, "The Last of the Secret Agents?", at the Stanley.

From the minute they arrived at Greater Pittsburgh Airport in their Grand Commander aircraft, Allen and Rossi were the sensation of the day. They were greeted by a picket line of local hairdressers, protesting that Allen's frizzled locks were an insult to their profession.

The zany duo spent most of the day in press, radio and TV interviews, many of which recalled Allen's early days in the city.

Popular TV personality Mike Douglas came in from Philadelphia to emcee the gala premiere proceedings at the Stanley. Allen and Rossi arrived at the theatre in a classic 1938 automobile driven by two curvaceous models attired in sequined bathing suits.

Thousands of people thronged the street outside the Stanley as Allen and Rossi clowned with Douglas and the Mayor of Pittsburgh. A surprise guest was the principal of Taylor Alderice High School, Allen's alma mater. The group was then brought onto the Stanley stage and entertained before the screening of the film. Screen star Virginia Mayo and Norman Abbott, producer-director of "The Last of the Secret Agents?", were among other celebrities participating in the proceedings.

"Even with a big film like 'Magnificent Men' you need not only a good opening publicity blast, but a continuous campaign to support the whole run and keep it high." This is the philosophy of Howard Williams, manager of the Steinbeck Theatre, Monterey, California. The Steinbeck, a Kindair Corporation Theatre, recently concluded a highly successful run of 20th-Fox's "Those Magnificent Men In Their Flying Machines."

The first step toward campaign continuity was a letter to area school principals, advising them that the film's opening was timed to coincide with the Easter vacation period, pointing out that the picture had been praised widely by civic leaders, educators and youth groups, urging them to display a poster with the schedule of performances on their bulletin boards and to bring the film to the attention of their classes. This proved productive and there were many school group reservations for the Easter week matinees.

Another way of keeping the film in newspaper news columns and on radio and TV news programs was to co-sponsor a fly-in of vintage airplanes by members of the Antique Flyers Association of Northern California at Monterey airport on a Saturday afternoon. This promotion received wide publicity in the local newspaper and on television.

"But the publicity effort with the greatest continuity was a model air plane contest for the children," Williams explained. "The kids were asked to construct a vintage 1903-1918 model plane from either a prepared kit or using their own materials and plans. Two local shops helped to sponsor this promotion and other local businesses contributed prizes."

In this way "Magnificent Men"—"now playing at the Steinbeck"—was frequently in the news columns of the local newspapers through announcements and reminders of the final date for the contest and, of course, coverage of the winners in the newspaper and on local radio and TV.

In conjunction with this promotion, the model air plane exhibit set up in the lobby of the Steinbeck, sparked much patron interest, particularly among young contestants who, naturally, had to see the film several times and study the lobby display in order to get ideas for their entries.

EXPLOITATION—an encyclopedia of useable exploitation stunts — is published every other week as a section of Motion Picture Exhibitor

"Miguel" Aimed At Educators, Families By Universal Push

Universal's "And Now Miguel," the Robert B. Radnitz Production in Technicolor based on Joseph Krungold's Newberry Medal Award winning novel, has been selected by the National Education Association as a "production of unusual merit."

The film will be shown in connection with the annual convention of the NEA to be held at the Convention Hall in Miami Beach, June 26th through Thursday, June 30th.

Serving on the panel which extended the special recognition to "And Now Miguel" were representatives of the NEA's Educational Services, Information Services, Department of Classroom Teachers and Elementary-Kindergarten-Nursery Education Department.

Commenting on the film in a letter to Universal, Roy K. Wilson, director of the NEA's Division of Press, Radio and Television Relations, wrote, "The beauty of the natural scenery, which has been photographed in color, the remarkable portrayal of Miguel by Pat Cardi and the sense of reality with which Robert B. Radnitz has produced this film we believe will win the enthusiasm of teachers and students throughout the nation."

The film has been accorded Parents' Magazine's coveted Family Medal, making it the fourth of the four pictures produced by Radnitz to receive this honor.

"And Now Miguel" will be featured in the June issue of Parents' Magazine with a full color shot from the picture and Universal is preparing a special poster on the Award for use by exhibitors.

Universal is developing a series of printed promotional pieces to reach the potential family audiences for "And Now Miguel." The promotional items are designed for use by educators, clergymen, women's clubs, librarians, and by exhibitors in working through the schools. They are being made available now in advance of the playdates of the picture to take full advantage of the potential which exists while schools are still in session all over the country.

The promotional pieces include a 28-page Study Guide, fully illustrated and in three colors which highlights how the movie was made from the prize winning book.

A second promotional piece is a four-page "Special Applause" prepared by the Motion Picture Association in three colors which has gone to their list of more than 30,000 including women's clubs, clergymen and newspaper editors.

With the publishers continuing to push the sales of the original edition of the book by Joseph Krungold, Universal and the publishers have prepared a special wrap-around for the book and a series of special promotional pieces are being made available including window cards and rack cards.

Special letters of commendation for the picture prepared by the Department of Educational Development of the National Council of Churches of Christ; by the Federation of Motion Picture Councils; by the Southern California Council on Literature for Children and Young People; by the Department of Parish Education of the American Lutheran Church; by the United Presbyterian Church in the United States of America; by the California Federation of Women's Clubs and other groups, are also being made available for exhibitors in a special kit prepared by Universal.

To aid exhibitors in tie-ups, Universal has also prepared a set of 12 color stills on the picture, a special book mark and a special program for screenings. An invitational screening of the picture was held at the Motion Picture Association screening room in Washington for members of Congress, the Supreme Court and government officials.

Senators Clinton Anderson and Joseph Montoya of New Mexico were the hosts of the screening which was filmed on location in that state. The screening was followed by a reception at the MPA screening room.

Robert B. Radnitz, producer, and Michael Ansara, starred in the film will make key city promotional tours in connection with the

P.A. Of "Maya" Stars

Sixty-two key, first-run cities throughout the United States will be given all-out exploitation and publicity campaign for MGM's new King Brothers Picture, "Maya," through four personal appearance tours during the month of June.

These will be backed-up by full-scale advertising campaigns in press, television and radio outlets.

The tours will spearhead saturation bookings in every section of the United States. Indicative of this playdate concentration is the Los Angeles area where 60 Panavision and Technicolor prints will be utilized starting with multiple theatre openings on July 6.

Jay North, the 13-year-old American youth who heads the cast with Clint Walker, and Sajid Kahn, Hindu teenage actor, will tour a selected group of key cities and meet in New York for television, radio and press activities.

Mary Phillips Murray, who has attracted much interest by serving as an associate producer to Frank and Maurice King on location in the jungles of India, will leave Hollywood on a three week publicity and lecture tour.

Herman King, associate producer on the picture, will make the most extensive trip for the picture, visiting exhibitors and newspapers from Coast to Coast as he has done on previous King Brothers productions.

Meanwhile, the country is being blanketed with special advance exploitation material on "Maya." Twenty thousand illustrated four-color booklets have gone to exhibitors, sales personnel and press describing highlights of the location in southern India.

MGM Records is releasing an album of Riz Ortolani's score for the picture. The theme song, "Stay Close to Me," with lyrics by Paul Francis Webster, is being recorded on three labels.

A special exploitation subject on the making of the picture in India has been prepared for television use, while a series of TV trailers are being shipped for saturation advertising campaigns throughout the United States. Dell Publications is releasing a cartoon book version of the film to coincide with the Summer Camp season for young audiences.

World Premiere of Universal's "And Now Miguel" and the key city openings.

"And Now Miguel" had its World Premiere in Albuquerque, New Mexico, on June 2nd followed by a second premiere in Dallas the next day, launching a series of territorial openings in Texas, Oklahoma and Denver.

Universal Pictures and Patio Frozen Mexican Foods have developed a national promotional tie up in connection with the release of "And Now Miguel."

As part of the tie up, supermarkets in key cities from Coast to Coast will offer their patrons free children admissions when the child under 12 is accompanied by an adult and presents two Patio Frozen Mexican Food labels.

Patio has prepared a special promotional kit on the tie up which it is making available to is food brokers from Coast to Coast so that they can arrange tie ups between their supermarket outlets and the theatres scheduled to play "And Now Miguel." The kit contains window display posters, in store posters with special coupons, mats for newspaper ads as well as some of Universal's special promotional material on the picture.

The Patio Frozen Mexican Food tie up is part of Universal's all-out promotional campaign on the picture.



Ira Teller, standing, 20th Century-Fox advertising manager; Mike Shapiro, special events manager; and Arthur Manson, executive assistant to Jonas Rosenfield, Jr., vice president and director of advertising, publicity and exploitation, display the New York Showcase campaigns for "The Agony and The Ecstasy" and "Stagecoach" at a recent exhibitor meeting in the New York home office screening room.

Fla. Honors Ivan Tors

With Governor Hayden Burns proclaiming June 2nd as the beginning of "Ivan Tors Week" in Florida, Miami Beach was bursting with excitement over the gala world premiere of MGM's "Around the World Under the Sea" at Wometco's Carib Theatre. The opening, for the benefit of the Dade County Mental Health Association, was the most elaborate ever staged in the Miami area.

Stars Lloyd Bridges and Marshall Thompson, along with Ivan Tors, producer-director Andrew Marton and Art Arthur, vice-president of Ivan Tors Productions, were on hand for the first day of pre-premiere activities. Brian Kelly in town filming the "Flipper" TV series and David McCallum was expected to fly here from Europe where he has been starring in "Three Bites of the Apple."

Premiere activities filled two days and were covered by newspaper, radio and TV reporters from the Southeastern area, as well as wire service, syndicate and newsreel representatives. The press met the personalities at a lavish party at the Fontainebleau Hotel, followed by a three-hour Showboat cruise on Biscayne Bay. On premiere day, activities began with a tour of the Ivan Tors Studio and a visit to the Miami Seaquarium. Following the pre-premiere buffet for out-of-town reporters, the stars left for the theatre in a colorful parade, consisting of 150 units. Press activities and live radio-TV coverage took place in the Carib lobby and on the theatre stage.

MGM representatives in Miami for the two-day event included Morris E. Lefko, Vice-President and General Sales Manager; Louis Formato, Assistant General Sales Manager; Andy Sullivan, Exploitation Manager; David McGrath, Exhibitor Relations Representative and Norman Kaphan, Publicity Office Manager.

In addition to the premiere festivities, "Around the World Under the Sea" is currently being promoted throughout the country through a far-reaching exploitation campaign. Exhibitors and press have already received a detailed four-color booklet illustrating the production. A one-sheet display from Skin Diver Magazine has been sent to manufacturers and retailers of diving equipment and to swimming instructors. Dell is releasing a cartoon storybook on the film and recordings of theme song and the soundtrack will soon be in record stores. Also, three TV promotional features highlighting production of the underwater sequences will shortly be distributed to stations around the country.

Puppets Help Childhood Film

Children and parents of the Jacksonville, Fla., area were well aware of the coming of Childhood Productions "Sleeping Beauty" to the local Florida and Edgewood theatres (units of Florida State Theatres) and to the Neptune Theatre (a unit of Kent Theatres) at nearby Neptune Beach.

"Sleeping Beauty" was expertly publicized in advance by Tom Potasnik, well-known puppet master, who presented a touring puppet show, "The Sleeping Bunny," at Hope Haven Children's Hospital, West Riverside Grammar School, St. Mary's Orphanage and over the air channels of two television stations—WJXT and WFGA. He also put on impromptu puppet shows before crowds of youngsters at many of the leading shopping centers on the perimeter of metropolitan Jacksonville. The Florida Times-Union published a feature story with pictures about the touring puppet show four days in advance of the triple openings of "Sleeping Beauty."

British Showmanship

By Jock MacGregor

It may be warm when this appears but there was a definite nip in the air back in December when J. A. McEwen, Odeon, Deal, persuaded two beauties to spend an hour in the High Street wearing only bikinis to exploit the last day of his run of the "Dr No"—"Russia With Love" combo. His reward: extensive press coverages and much word of mouth comment. Who minds about being called 'mad' under such circumstances? As spring had come when D. Tapsell, Odeon, Hammersmith, West London, played "Blindfold," he took the blindfolded but short skirted "dummy" which he had been using as a foyer display around the local parks. So, pleased with the attention this caused, he placed her outside the theatre, but not for long—those proverbial March winds blew away her clothes.

When J. R. Thompson, Lewisham Odeon, South London, had a one day two performance hard ticket stand of "Madam Butterfly," he had a giant invitation card written in authentic Japanese sent to the Mayor of Lewisham who gladly posed with it for press photographers. The Mayoress wrote personally thanking for the hospitality and expressing her appreciation of the program. Thompson handed patrons cards asking them to indicate whether they were more interested in opera, ballet, Shakespearean or continental films and whether they would like to be kept informed about such bookings. There was an excellent response.

Two campaigns from the Odeon, Carlisle, suggest that B. Gilchrist is a manager who keeps a note of those who make news locally and who is au fait with the many associations in the district. Even for the mighty "Thunderball" he discovered that a physiotherapist at the hospital had been in Nassau when the film was shot, appeared as an extra and met 007 himself, Sean Connery. He invited her and the press to the first night and got a useful plug. To the "King Rat" opening he invited members of the Far Eastern P-O-W Association and got several press breaks.

A welcomed batch of campaigns comes from Clive Jones, of the Palace, Lancaster. For "Lady L" he borrowed from a local collector 36 rare 19th Century tinted fashion engravings by Jules David for a foyer exhibition and displayed them with stills and advertising material for the film. Full details were sent to the university, technical college and art school and exhibited on the public library, museum and art gallery notice boards. Sixth formers at local schools studying history or art were also invited to the exhibition. Though he had not the money to mount his own float in the University Rag Week parade he persuaded the University Film Society to plug his booking of "Dracula, Prince of Darkness" by using it as the theme for a horror float. Playing "The Great St Trinian's Train Robbery" he invited members of his Saturday morning ABC minors club to wear school uniforms to the show immediately before playdate. He then provided many with St. Trinian's School paper hats made by his wife (without cost to the theatre!). They then visited the main centres in the town carrying a banner and caused so much interest that they volunteered to repeat the tour during the run. A pet show for the minors staged in front of the theatre proved an admirable promotion and was covered in the Lancaster Guardian.

Knowing that the author, Richard Gordon, lived in the area, H. A. Robertson, Bromley Odeon, South London, invited him, his wife and family and local doctors and nurses to his first screening of "Doctor in Clover" and arranged a sherry party for local editors to meet them. Gordon also autographed copies of the book at a store, which also provided a window display. Both events received good photo press coverages.



This tiger outfit was made at no cost to the theatre by manager Clive Jones and his wife out of old material and a dust sheet and painted. It was used both as a street stunt and front of house display when "To Ride A Tiger" was shown at the Palace, Lancaster, England.

Gulf Oil Promotion

As a result of a promotional tie-up between Columbia Pictures and the Gulf Oil Corp. on behalf of the opening of Mark Robson's "Lost Command's" exclusive engagement at the Egyptian Theatre, a dozen two-hour helicopter rides were awarded to winners of a day-long drawing at the theatre.

Gulf's Traffic Guide helicopter was parked in front of the Egyptian Theatre on Hollywood Boulevard all day, while patrons entered their names for the rides in the named-for-the-day "Lost Command Helicopter." The winners took their rides at a later date at the Los Angeles International Airport.

"Paradise" RCA Records

A major music promotion for Hal Wallis' "Paradise, Hawaiian Style" has been set with RCA Victor Records, which will release Elvis Presley's new album of songs from the Paramount comedy-with-music.

Local Movie Doubles Contest Helps "The Oscar" In K.C.

An audience of "big names" attended the opening of "The Oscar" at Kansas City's Roxy Theatre on "Celebrity Night," recently. Present were names such as Joseph Levine, Doris Day, Elizabeth Taylor, James Stewart, Sue Lyon, John Wayne and Pearl White.

Actually there were four James Stewart's, four Mary Martins, three Elizabeth Taylors, and several other names were duplicated among the 132 "big names" who attended. The "Celebrity Night" was devised by the sales and promotion arm of Durwood Theatres to bring special radio attention to the engagement of Embassy's "The Oscar."

"Celebrity Night" at the theatre was the climax of the tie-up with WDAF Radio. The idea was a natural for both theatre and station since the latter has as its slogan, "The station of the stars."

The purpose of the exploitation as devised by the Durwood office was to concentrate radio promotion on the picture. An unusual amount of air emphasis is seen in the fact that the station promo schedule carried 70 spots the week before the opening. An additional 25 announcements were scheduled two days preceding the opening. There was a pitch to the general public to "come down and see the Kansas City celebrities," aired five times during the day of the party.

The promotion details were worked out between M. Robert Goodfriend, general manager, and George Kieffer assistant for Durwood, and Edward Giller, program director, and John Krivas, promotion director, for the station.

Celebrity night turned into a gala event with Ralph Buhrmester, Roxy manager, as host. A highlight for the local "names" was the opportunity to meet Ed Muscare, m.c., who is a recent WDAF addition.

Muscare interviewed the "celebs" and several taped promo spots. These were later aired in this fashion, "This is Betty Davis, inviting you to stay tuned to the station of the stars, Radio Kansas City WDAF—(Betty Davis of such and such a local address) that is." In this manner the station increased the span of the promotional effect for "The Oscar."

The promotion achieved a purpose in alerting Kansas Citians to "The Oscar" and its star-cast, Goodfriend said.

Albuquerque Has Premiere

Embassy Pictures' "An Eye for an Eye," action-packed Western in color, had its gala world premiere recently at the Sunshine Theatre, Albuquerque, N.M. for the benefit of the city's Casa Linda School for Handicapped Children.

Stars Robert Lansing and Slim Pickens, producer Carroll Case and director Michael Moore attended the premiere, accompanied by actor Ed Begley and starlet Leslie Perkins. Also attending were U.S. Senator Joseph M. Montoya, who arranged the premiere, Governor Jack Campbell, Mayor Ralph Trigg and Mrs. Richard Blackhurst, director of the Casa Linda School.

The stars and dignitaries were met at the theatre by a uniformed band. Full press, radio and television coverage was accorded the event.



Nearly 10,000 pieces of mail were received for a "name the puppy" contest promoted by Jerry Booth, left, CKLW-TV personality on his "Fun House" show in conjunction with the sub-run multiple showing of Buena Vista's "The Ugly Dachshund" in Detroit. Harold Morrison, BV Detroit manager, looks over the mail with Booth.

Swap Shop At Drive-In

Mike McKinney, manager of Florida State Theatres' Hillsboro Drive-In Theatre—the company's only outdoor house which is operated in concert with 56 indoor theatres—has set into production an outstanding example of showmanship and resourcefulness by turning the Hillsboro's extensive grounds into a gigantic swap shop which Mike has officially named "Tampa's Flea Market." Mike operates his Flea Market at a time when the grounds would otherwise be silent and empty. The Flea Market comes to life at noon each Sunday and is in full swing until time for the first evening show—allowing about six hours of operation. Sellers pay \$1 to the Hillsboro for the privilege of exhibiting their wares and buyers and browsers are admitted free. As many as 1200 persons have been counted on the Hillsboro grounds on a single Sunday afternoon and hundreds of dollars worth of merchandise have changed hands. Mike tells his flea merchants to "bring grandma's white elephants, junior's toys or jalopies, Mom's used dishes, sister's old clothes, ladders and wheelbarrows, or anything you want to get rid of." Besides providing an interesting afternoon for buyers and sellers, the Hillsboro also rakes in a profitable number of banner sales at concessions stands—which is why the Flea Market was opened in the first place.

"Khartoum" On UA Records

United Artists Music Companies has initiated its national music campaign backing the release of Julian Blaustein's Cinerama presentation, "Khartoum," with a soundtrack album from the picture.

The soundtrack recording of the music composed and conducted by Frank Cordell will be followed by singles of music from the film, also to be issued by United Artists Records.

The soundtrack album will be backed by a nationwide campaign in record stores, department stores and other outlets, timed to the release of the motion picture across the country.

Popular Library's 'Idol'

Embassy Pictures and Popular Library have concluded arrangements for a novelization of Joseph E. Levine's romantic drama "The Idol," which is scheduled by Embassy for release this fall.

Popular Library will publish "The Idol," adapted from the screenplay by Millard Lampell based on an original story by Ugo Liberatore. Details of the promotion and exploitation of the paperback in connection with the release of the film are currently being worked out between Embassy and Popular Library.

'Dot' Has 'Nevada Smith'

Kicking off a major music promotion for Joseph E. Levine's "Nevada Smith," Paramount Pictures has serviced disc jockeys throughout the country with advance pressings of Dot Records' single of the main title theme by Alfred Newman.

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PHOTO BLOWUPS. Fast nation-wide service since 1899. Quality, low prices. Price list on request. STITES PORTRAIT CO., Shelbyville, Indiana.

SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C&M RECON COMPANY, Alexander Road, Princeton, New Jersey.

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MOTION PICTURE

EXHIBITOR

JUNE 15, 1966

Volume 75

Number 19

IN TWO SECTIONS

• THIS IS SECTION ONE



NATO Resolution Raps Blind Bids

(See Page 5)

Physical Theatre— Extra Profits Dept.

Jack L. Warner, president, Warner Bros., who has been widely commended for his edict that "Who's Afraid Of Virginia Woolf?" is for adults only, won a major victory as the Production Code appeals board granted an "exemption" to the controversial film and awarded a Code seal.

ENTHUSIASM AND ADVERTISING . . . *see editorial—page 3*

“AROUND THE WORLD UNDER THE SEA” STARTS BOX-OFFICE TIDAL WAVE IN WORLD PREMIERE ENGAGEMENT!

“Around the World” has out-grossed “Molly Brown” and “Flipper,” opening in Miami at the same theatres and at the same time of year!

PICTURE	THEATRE	FRI.	SAT.	SUN.	MON.	4-DAY TOTAL
AROUND THE WORLD	CORAL GABLES Miracle	\$3,219	\$5,263	\$4,852	\$1,834	\$15,168
FLIPPER		\$2,078	\$3,915	\$2,885	\$ 805	\$ 9,683
MOLLY BROWN		\$2,230	\$3,316	\$2,316	\$1,254	\$ 9,116
AROUND THE WORLD	MIAMI 163rd St.	\$3,163	\$4,395	\$4,539	\$1,674	\$13,771
FLIPPER		\$1,689	\$2,107	\$2,438	\$ 786	\$ 7,020
MOLLY BROWN		\$2,232	\$2,541	\$2,628	\$1,610	\$ 9,011
AROUND THE WORLD	HIALEAH Palm Sands	\$1,824	\$3,021	\$2,600	\$1,101	\$ 8,546
FLIPPER		\$1,214	\$1,899	\$1,620	\$ 605	\$ 5,338
MOLLY BROWN		\$1,116	\$1,375	\$1,429	\$ 646	\$ 4,566
AROUND THE WORLD	MIAMI BEACH Carib	\$1,193	\$1,707	\$1,573	\$ 592	\$ 5,065
FLIPPER		\$ 473	\$ 882	\$ 613	\$ 172	\$ 2,140
MOLLY BROWN		\$1,102	\$2,022	\$1,335	\$ 786	\$ 5,245
AROUND THE WORLD	MIAMI Miami	\$1,118	\$1,769	\$2,446	\$ 786	\$ 6,119
FLIPPER		\$ 654	\$1,442	\$1,308	\$ 426	\$ 3,830
MOLLY BROWN		\$ 831	\$1,312	\$ 950	\$ 577	\$ 3,670

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Volume 75 • No. 19

June 15, 1966

Our 48th Year

ENTHUSIASM AND ADVERTISING

DISTRIBUTORS CONTINUALLY EXHORT exhibitors to promote, to advertise, to be enthusiastic about their films. They paint a black picture of exhibition as an unimaginative, dull industry partner trying to hitch a free ride to success.

Some of these accusations, unfortunately, hit close to home, but distributors also are tarred with the same brush they point at theatre operators. As the man says, "Let's look at the record."

In 1960, the major film distributors released a combined total of 206 films which they promoted in the trade press with a total of 2,586 pages of advertising. In 1965, these same distributors released only 17 less films than in 1960 but reduced their trade press advertising by a whopping 487 pages.

How can distributors hope to build exhibitor enthusiasm in their products when they shrug off use of the trade press, direct line of communication to their customers? Where is the distributor's own enthusiasm for his own pictures?

Their sales forces, reduced to a bare minimum and spending far more time on the phone than on the road, certainly can't do the full selling job. They can't possibly cover all accounts, and

they can't possibly build the kind of enthusiasm necessary to get the most from any film. Direct mail can't do the job either. In most cases, it is a fast route to the waste basket. No amount of tub-thumping by admittedly capable field exploitation men (whose ranks have also been sharply reduced as an economy measure of questionable merit) can do the job alone. It still takes the trade papers, informed, knowledgeable, and in tune with industry thinking, to get a picture off and flying—to "carry the word" to exhibitors that will build enthusiasm and confidence.

Even a cursory examination of various advertising media will show the value of the trade press. Ironically, it is a value far better understood by the men who work so hard to place their news stories and free publicity items. In this area, the importance of the trade press is admitted. The direct link with theatre outlets is understood and appreciated. The trade press is happy to serve its industry in this manner. Given the opportunity, the trade press can do a superior selling job too.

More than one industry has cut its own throat in the name of false economy.

MUCH ADO ABOUT SOMETHING

A FEW OBSERVATIONS are in order on a variety of subjects, some of which may interest you.

We like the comments made by James A. Clendinen, editor of the Tampa Tribune, in an address at the University of North Carolina. "There's no substitute for personal inquiry and observation to give authority to an editorial," said Mr. Clendinen. "Many editorial writers are uninformed, over-burdened, and overly modest." He called on editors to abandon "the glue of habit" that sticks them to their desks. A newspaper can have influence, he said, "if it is not afraid of controversy; establishes a reputation for acting in the public interest; but chooses its fights with care." He expressed bafflement at the excessive modesty of many papers in subordinating editorials to everything else in the paper. If a newspaper isn't ashamed of its opinions, he said, it should say so. If we may be permitted one personal observation—no one can put us in the over-modest category.

A vice-president of the Federal Reserve Bank, testifying before the Senate anti-trust committee, stated that the television pricing policy was "frustrating and damaging." To those interested in fair competition, he said, it is "a matter of concern." Several exhibitors have mailed us copies of this statement, which appeared in daily newspapers. They ask us what this committee would think if they were apprised of the manner in which film is being sold to theatres. Our reply to these theatremen—"Tell them and see."

In the past several weeks, exhibitors have been "invited"

(get that?) to bid on certain films at this time "so that playing time can be set aside for (name of picture) during the period when it is being made available. Unfortunately, we will not have prints to screen for some time." Now we challenge any member of the so-called Department of Justice or Federal Trade Commission to admit that he would be willing to buy film in this fashion and expect to remain in business. A prominent exhibitor remarked to us recently, "These people must have a license to steal." It certainly is peculiar how an idea like this spreads from one company to another. Another theatreman told us, "You don't have to be meshugah (in Yiddish it means crazy) to be in the theatre business, but it sure helps." An ex-distributor who is now an exhibitor remarked, "They're just greedy." Your point of view depends on what side of the fence you're on. Bidding as it is operated today is little more than measuring the customer for his shrouds.

How important is a good title to a picture? Even the Wall Street Journal knows the answer. The problem of titles is discussed in an article by staff reporter Felix Kessler, who states: "For a movie or television show, it's often the title that does much to determine the success. 'You tell me the title and I'll tell you how much it will gross,' a movie mogul is alleged to have remarked. James Nicholson, president of American International Pictures, estimates a title determines as much as 70 per cent of the movie's gross." It has been our observation that this is a fact of life better understood by theatremen than by most producers and distributors.

NEWS CAPSULES



FILM FAMILY ALBUM

Arrivals

Sam Billitteri, east coast production head of American International Pictures, is celebrating the birth of his first grandchild, **Elena Jude Maggi**, the first child of Mr. and Mrs. Peter Maggi. Elena Maggi is Billitteri's daughter.

Bob Goodfried, Paramount Pictures' studio publicity director in Hollywood, and his wife became grandparents for the first time with the birth of a daughter, **Deborah Lynn**, to Mr. and Mrs. Lawrence Goodfried in Baltimore, Md.

Obituaries

Mrs. Morton A. Spring, wife of the former president of MGM International, who retired in 1963, died at their home in Lawrence, N.Y.

MGM, Levin Battle On

NEW YORK—Minority director of MGM Philip J. Levin went into Federal Court in efforts to block a management proposal that was approved at a special shareholders meeting on May 24.

The meeting approved a two-for-one stock split and an increase in authorized shares to eight million from three million. Levin, who controls nearly 10 per cent of the MGM outstanding shares, said he obtained a court order against the film company, requiring MGM to show cause why it shouldn't be prevented from amending its certificate of incorporation and issuing new shares to provide for the split.

In a separate development, a Delaware Chancery Court put off decision after a hearing in another Levin suit aimed at negating the May 24 action of shareholders.

Levin is seeking a recount of the vote on the ground that 160,000 shares were improperly cast for the management's proposal. He also wants the court to order a review of the validity of those shares.

Dembow Heads Pioneers

NEW YORK—George F. Dembow, veteran industry executive who made his debut as branch manager over 50 years ago with Box-Office Attractions, later known as Fox Films, has been unanimously elected president of The Motion Picture Pioneers and The Foundation of Motion Pictures, Inc., for a two year term. He succeeds William J. Heineman, vice-president of United Artists.

The Pioneers' board also re-elected the present officers, Marvin Kirsch, vice-president; Burton Robbins, president of National Screen, treasurer; and Robert Mochrie, secretary.

Dembow, vacationing in Europe, stated, "I will do my utmost to carry out the duties of office, in the highest traditions established by my illustrious predecessors who set sterling examples of unselfish devotion to the goals of The Motion Picture Pioneers."

FORMS FOR THIS PAGE CLOSED
AT 5 P.M. ON MON., JUNE 13

"Woolf" Gets Code Seal As Board Okays Exemption

NEW YORK—As a result of an appeal made by the producer, Warner Bros. Pictures, Inc., the Production Code Review Board of the Motion Picture Association of America granted an exemption from existing Code regulations to "Who's Afraid Of Virginia Woolf?"

Geoffrey Shurlock, director of the Production Code Administration, had withheld a Certificate of Approval pending review by the Board.

Following the meeting, the Review Board issued the following statement: "The granting of an exemption . . . was done for the following reasons:

"1. The film is not designed to be prurient. This film document, dealing with a tragic realism of life, is largely a reproduction of the Edward Albee play which won the New York Drama Critics Award in 1963, and has played throughout the country.

"2. Warner Bros. has taken the position that no person under 18 will be admitted unless accompanied by a parent.

"3. This exemption means exactly that—approval of material in a specific, important film which would not be approved for a film of lesser quality, or a film determined to exploit language for language's sake. This exemption does not mean that the floodgates are open for language or other material. Indeed exemption means precisely the opposite. We desire to allow excellence to be displayed and we insist that films, under whatever guise, which go beyond rational measures of community standards will *not* bear a Seal of Approval."

Gen. Cinema Earnings Up

BOSTON—For the fiscal six months ended April 30, General Cinema Corporation posted record revenues and profits. Sales for the period of \$14,194,459 were 40 percent ahead of the \$10,140,249 a year ago. Net income after taxes rose 38 percent to \$388,034 or 31 cents a share, versus \$281,398 or 22 cents a share in 1965.

President Richard A. Smith attributed the major portion of increased business and profits to the company's expanding shopping center theatre division. It now operates a total of 108 indoor and drive-in units.

"We expect to open approximately 16 more new shopping center theatres this year and about 60 additional units during 1967 and 1968," Smith stated.



BROADWAY GROSSES

"Glass Bottom" At Top

NEW YORK—With MGM's "Glass Bottom Boat" opening big at the Radio City Music Hall, grosses were generally good in the Broadway first runs with mostly hold-over product. The breakdown was as follows:

"**THE GLASS BOTTOM BOAT**" (MGM). Radio City Music Hall, with usual stage show, did \$116,000 for Thursday through Sunday, with the first week sure of a fine \$180,000.

"**CAST A GIANT SHADOW**" (UA). De-Mille reported \$13,000 for the 11th and final week of road-show engagement. This continues in its 12th week on a continuous run policy.

"**DR. ZHIVAGO**" (MGM). Capitol claimed \$32,000 for the 25th week.

"**LADY L**" (MGM). Loew's State stated that the fourth week would be \$30,000.

"**THE SOUND OF MUSIC**" (20th-Fox). Rivoli announced that the 67th week was \$50,000.

"**THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING**" (UA). Astor reported \$32,000 for the third week.

"**THE TEN COMMANDMENTS**" (Paramount). Victoria stated the third week was \$25,000.

"**MY FAIR LADY**" (Warners). Criterion did \$20,000 on the 86th week.

"**CINERAMA'S RUSSIAN ADVENTURE**" (United Roadshows). Warner Cinerama stated the ninth week was \$20,000.

Wiltwyck Honors Brandt

NEW YORK—Harry Brandt, president, Independent Theatre Owners Association of New York and Brandt Theatres, received the Eleanor Roosevelt Award of Wiltwyck School for Boys at a dinner in his honor held at the Hotel Plaza before 500 guests.

The award was presented to Brandt by Ambassador Arthur Goldberg, U.S. Representative to the United Nations, in behalf of Wiltwyck for providing "distinguished leadership" to the school and "for his services to the city's most seriously troubled families and children."

Joseph E. Levine was dinner chairman; George Jessel, master of ceremonies; Senators Jacob K. Javits and Robert Kennedy and Mayor John Lindsay were honorary chairmen. Betty Madigan, MGM recording star, entertained.

Pioneers Select Forman

It was announced as this issue went to press that William R. Forman, president of Cinerama, Inc., and Pacific Drive-In Theatres Corp., has been selected Motion Picture Pioneer of the Year. He will be honored Nov. 21 at the Americana Hotel, New York.

NATO Resolution Raps Blind Bids

Para's Weltner Optimistic; Cites Rise In Earnings

NEW YORK—George Weltner, president, Paramount Pictures Corporation, closely advised by Edwin L. Weisl, prominent attorney and chairman of Paramount's executive committee, gave shareholders at the annual meeting an optimistic appraisal of operations, but declined to forecast earnings or answer criticism of a few stockholders over the averted proxy battle in April.

He noted that earnings from operations in the first quarter rose to \$3,292,000, or \$2.03 a share, from \$2,341,000, or \$1.49 a share a year earlier. He did say, "We believe that 1966 will be profitable."

At a brief special meeting preceding the annual meeting, the board was enlarged to 13 members. New were Milton A. Gordon, head of a private investment company in New York; Fred M. Kauffmann, general partner of Hallgarten and Company, investment brokers; and Edwin S. Steinmetz, vice-president and director of Consolidated Foods Corporation.

Weltner's principal antagonist at the meeting was Sidney Siller, a New York lawyer and self-styled "amateur lobbyist." Among other things, he demanded that the entire Paramount board resign; that a new board guarantee a higher dividend; that a \$25,000 ceiling be placed on stock options; that any merger with Gulf and Western be submitted to a vote of stockholders; and that annual meetings be held in the evening. He made several motions to carry out his program, but was ruled out of order.

Grainger Heads New Firm

LOS ANGELES—James R. Grainger, president of RKO Pictures during the last three years of the Howard Hughes regime and president and executive vice-president of Republic for over 10 years, has just been elected president of Authors' Productions Co., Inc., Los Angeles. Grainger, who also headed sales at 20th Century-Fox for 12 years and spent five years at Universal, as chief executive of Authors' Productions is introducing a new concept in the distribution of motion pictures, by package selling directly to major and independent theatre circuits on a first-run and multiple play-off throughout the U. S.

Associated with Grainger in the new project are William Rowland, veteran producer-distributor, and Edward Finney, producer and president, Independent Motion Picture Producers Association. The company is starting out with "Secret of Nina Duprez" and "Campus Confidential," two exploitation features that have already had multiple test dates in major circuits.

Mia Farrow To Big Screen

HOLLYWOOD—Actress Mia Farrow has been signed by 20th Century-Fox to a new contract for an undisclosed number of motion pictures on a non-exclusive basis over the coming years, it was disclosed in a joint announcement by the studio and representatives of the star, which also officially revealed she will relinquish her starring role in the company's "Peyton Place" tv series at the end of the month.



Producer-director Fielder Cook; Jack J. Valenti, MPAA president; and star Joanne Woodward recently attended the world premiere of Warners' "A Big Hand For The Little Lady" at the Meyerland Cinema I, Houston.

Non-Theatrical Competition Target Of NATO Blast

LOS ANGELES—A resolution on non-theatrical competition adopted June 2 by the National Association of Theatre Owners meeting in New Orleans, was released here.

President-designate Sherrill C. Corwin, who is chairman of the Non-Theatrical Competition Committee, stated the text of the resolution had been withheld until it could be considered by sales managers of major film companies.

NATO officials also said, "There is considerable evidence that this unfair competition also adversely affects the income of producers and distributors in current theatrical releases."

The fact that the president-designate was chosen to head this committee underscores the importance attached to the problem by the national exhibitor association.

The text of the resolution:

WHEREAS non-theatrical exhibition of commercial motion pictures has been increasing rapidly throughout the United States, and

WHEREAS much of this non-theatrical exhibition takes the form of unfair competition to established motion picture theatres by tax-exempt and even tax-supported institutions constructed, staffed and maintained at public expense, and

WHEREAS distributors are serving college and university auditoriums with important commercial motion pictures for showing at admission prices which are a small fraction of those required by the economic necessities of their established theatrical accounts, thereby unfairly competing against their own current films to the detriment of their own best interests as well as those of their established customers.

NOW THEREFORE BE IT RESOLVED by the directors of the National Association of Theatre Owners, Inc., in board meeting assembled in New Orleans this second day of June, 1966, that producers and distributors review their present policies in regard to non-theatrical distribution in order to afford the legitimate protection to which their exhibitor customers are entitled and to eliminate those distribution practices that are inimical to the best interests of both exhibition and distribution.

Board View To Be Part Of Blind Bidding Hearings Slated For Mid-July Before Judge Palmieri

NEW ORLEANS — N.A.T.O. President Marshall H. Fine released the text of a Resolution on blind bidding which was unanimously adopted by the board of directors of the National Association of Theatre Owners and which will be entered in the record of the blind bidding hearings to be held in mid-July by Judge Edmund Palmieri:

"WHEREAS the exhibition industry has always been highly critical of the practice of blind selling, and

WHEREAS blind selling was included in the bill of complaint brought by the United States Government in the case of *United States of America vs. Paramount Pictures, et al* (Equity #87-273) and

WHEREAS the statutory court in the said *Paramount Case* found that blind bidding "is capable of some abuse" and that exhibitors "need to be protected against burdensome agreements" resulting from blind selling, and

WHEREAS the current practice of blind bidding is a more aggravated form of blind selling, resulting in even more burdensome agreements to exhibitors, and

WHEREAS as a practical and realistic matter blind bidding has the potential of discrimination in favor of some exhibitors who may have had some form of access to the motion picture offered on blind bidding as against their competitors who may not have had such access, and

WHEREAS the National Association of Theatre Owners, Inc., is composed of substantially all the exhibitors of the United States, including all the regional theatre associations (47 in number) of the United States.

NOW THEREFORE be it unanimously resolved by the board of directors of the National Association of Theatre Owners, Inc., at its regularly stated meeting held in the city of New Orleans, on June 2, 1966, as follows:

1. That the practice of blind bidding is an onerous trade practice often resulting in very burdensome agreements to exhibitors, and stands universally condemned by exhibitors throughout the United States.

2. That the National Association of Theatre Owners, Inc., is authorized to appear as amicus curiae in support of an application to enjoin blind bidding at hearings to be held this coming summer in the United States District Court for the Southern District of New York in the said *Paramount Case*.

U Raids The Campus

NEW YORK—David Stewart Hull, prominent motion picture critic and author and program director of Dartmouth College Films, will join Universal Pictures' eastern literary department as a full time member of the staff on July 1, it was announced by William Darrid, executive head of the company's literary division in New York.

"Mr. Hull will function as direct liaison with the many young writers across the country who have not previously been given the opportunity to be heard," Darrid said.

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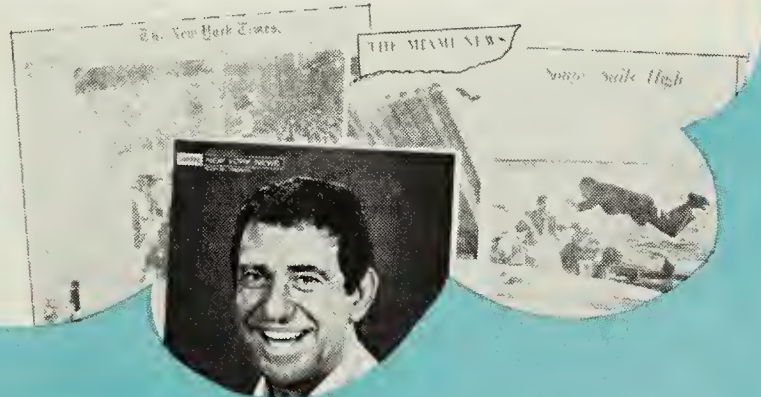


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FROM

COLUMBIA

THE TOTAL LOOK IN ENTERTAINMENT

Church Finds New Value In Movies As Meaningful Educational Tool

DALLAS—According to Douglas Domeier in the Dallas News, moviegoers who saw "Butterfield 8" almost six years ago may have expected one day to see it again on television.

It's unlikely that anyone would have planned on seeing it again in church. But "Butterfield 8" and other Hollywood films have found their way before church groups in the last few years.

A new form of recreation? Another superfluous church activity? A money making enterprise?

The answer is "no" to all these questions.

Through a new film program authored by a Dallas minister, "Butterfield 8" and other commercial pictures comprise "a slice of life" to which the Christian gospel is applied.

"People are open to movies," the Rev. G. Williams Jones explained in an interview. "And figures show they are spending more and more time watching them."

An assistant professor in the department of broadcast-film art at Southern Methodist University, he is also minister of education at Casa View Methodist Church.

Several years ago, he began showing films one Sunday at the church to a group of adult members who remained when the lights came up to discuss what they'd seen.

"We have a contract," Jones says of the still continuing series. "You don't see the film unless you stay for the discussion."

But participants don't seem to need prodding. Lively discussions probe each film for its meaning in terms of the Christian gospel applied to everyday life.

"Sin, grace, salvation—these happen every day," Jones said, and they can be seen in the movies shown. In "Edge of the City," for example, a young Negro befriends a white man new to a big city. "To offer friendship and the richness of life without asking anything in return is grace," the minister explained.

So enthusiastic was the response at Casa View that many members began to watch every movie in terms of Christian values.

The upshot is a 16mm film program called "Dialogue With the World," devised by Jones with Films Incorporated (16mm distributors of four Hollywood studios).

As many as 70 films can be ordered to relate to discussion of such problem areas as prejudice, sex and marriage, war, social problems, business ethics, integrity versus expediency. Discussion guides and questions are available.

"Most of the producers would be surprised, I think, to see how much of the gospel is in their films," Jones pointed out.

Thus movies like "Picnic" "The Visit," and "The Rainmaker," all involving an outside figure coming to a town and changing it, are similar to the way Christ or the Christian message changed towns in the Scriptures.

More than a dozen local churches or student groups are now showing films under the program, and some of the most requested include "Edge of the City," "Butterfield 8," "Cat on a Hot Tin Roof," "Citizen Kane," "The Grapes of Wrath," and "Bad Day at Black Rock."

Since watching a movie is itself an experience, Jones said that hopefully Christian discussion of a film will carry over to times when people face similar experiences in their own lives. Some local congregations used to look askance at the programs, Jones said.

Millionth N.Y. Customer Feted By "Sound Of Music"

NEW YORK—Mrs. Gustav Mende, Woodside, L. I., was surprised to be named the millionth person to purchase tickets for Robert Wise's "The Sound of Music" at the Rivoli, New York. John Endres, managing director, informed her of the honor as she stepped up to the box office at 1:00 p.m. to purchase tickets for a performance next week.

On behalf of the Rivoli and 20th Century-Fox, Endres presented Mrs. Mende with free tickets to the performance; a set of record albums including the original RCA Victor sound track album from "The Sound of Music"; a set of books including "Around the World with the Trapp Family," whose exploits are related in the Rodgers & Hammerstein musical; and an invitation to dinner for Mrs. Mende and her husband at the Americana Hotel. Jim Ameche of radio station WHN was also on hand to congratulate her.

Axelrod Names Two

HOLLYWOOD—George Axelrod announced that Robert Goldfarb, former head of the literary department at Creative Management Associates, has joined Charleston Enterprises as vice-president. Richard Pearl, veteran studio production aide, has been named production executive.

Charleston, Axelrod's producing company, checked into new headquarters at Paramount, where its next picture, "Sequined Eyebrows, Neon Lips," will be filmed for United Artists release.

Brylawski Heads Office For NATO In Washington

NEW ORLEANS—The National Association of Theatre Owners announced that it would establish a Washington office on July 1.

President Marshall H. Fine at the annual spring meeting of the NATO board of directors at the Roosevelt Hotel said that A. Julian Brylawski will head the Washington office, which will also serve as headquarters for George Roscoe, NATO's director of exhibitor relations, who is now headquartered in the New York office.

This will make NATO's third office, the others being its New York headquarters and Detroit.

Fine announced that Laurence A. Tisch, president and board chairman of Loew's Theatres, will chairmen NATO's first annual convention scheduled for the Americana Hotel, New York, on Sept. 28-Oct. 1. Bernard Myerson, executive vice-president of Loew's Theatres, and Arthur M. Tolchin, assistant to the circuit's president, will serve as convention co-chairman.

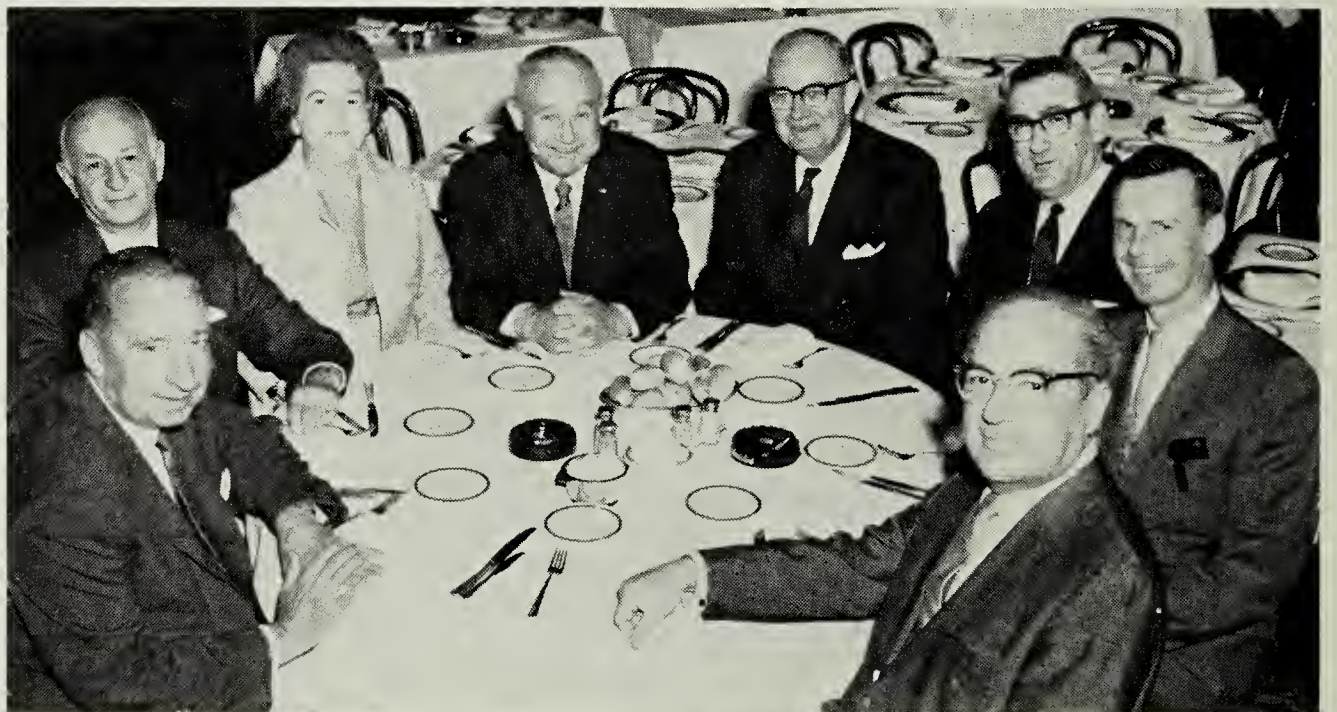
A report on daylight saving time, taxation, and minimum wage legislation was placed before the board by E. LaMar Sarra, co-chairman of NATO's National Legislative Committee.

A report on toll tv was submitted by Philip F. Harling, chairman of the Joint Committee Against Pay-TV.

Sherrill Corwin, president-elect of NATO and chairman of its Non-Theatrical Competition Committee, made a report for the Drive-In Technical Committee, which has been encouraging the development of an effective system of daylight projection at drive-ins.

IFIDA Reelects Mayer

NEW YORK—The board of directors of the Independent Film Importers and Distributors of America, Inc., announced that Michael F. Mayer had been elected to an eighth consecutive term as executive director of the trade association. Mayer has served in this capacity since the founding of the organization in 1959.



A FRIENDLY FAREWELL to Allen G. Smith was tendered at a Sardi's luncheon by his National Theatre Supply Co., New York branch associates recently. Joining the group was Jack Servies, recently elected NTS President, who said—"Smitty's retirement doesn't mean the end of his long time association with us—it will be continued in another form, with his new responsibilities of contacting equipment dealers for C. S. Ashcraft Manufacturing Co." In the group above are (L to R)—Jack Servies, Barney Kleid, Anne McLaughlin, "Smitty," Art Baldwin, Cy Rindner, Bob Brunckhorst and Harry Pear.

High Point, N.C., Seeks Means To Fight Obscenity

HIGH POINT, N. C.—City officials have instructed City Attorney Knox Walker to begin an "all-out effort" to find a way to keep Vincent Furio, operator, Pointer Drive-In, from showing films which the City Council considers obscene.

Furio was convicted last year in Municipal Court under a new city ordinance which prohibits displaying pictures of nude or semi-nude persons on motion picture screens or billboards which are visible to passers-by on nearby public streets or roads. He appealed, and a Superior Court judge granted a motion to quash the warrants on which he was arrested. The North Carolina Supreme Court recently upheld the latter action, declaring that the ordinance was too vague and indefinite, but at the same time approved the purpose behind it and gave the city some pointers on how another ordinance that would stand up might be drawn.

At a meeting of the City Council May 31, the city attorney told the council that he needed time to study the court's decision before giving an answer to what might be done. Mayor Casron Stout suggested that if there was nothing the city could do about the showing of "nudie" films at Furio's theatre on the Greensboro Road, perhaps the matter could be taken to the State Legislature for specific legislation. "I think that thing's obnoxious," he said, "and it can be stopped one way or another. There must undoubtedly be some way we can do something."

The mayor also suggested that the city might require Furio to find a way to reverse the screen at the drive-in so that it would not be visible from the nearby streets or roads, but Walker said he doubted that this could be done.

Councilman Walter Huber, chairman of the council's law and public safety committee, said reversing the screen would not solve the problem because "the evil is still there." He said the city should be able to devise some ordinances to stop the showing of "obscene" films at the theatre, adding "most of the delinquency and a lot of crime comes from things like that."

Variety Chairmen Named

LONDON—Three new chairmen have been appointed by International Chief Barker Jim Carreras to head sub-committees of the Variety Clubs International during 1966/67.

Mike Frankovich, first vice-president of Columbia Pictures, will organize the entertainment and appearance of artists at Variety functions. Frankovich, currently based in Los Angeles, is a past chief barker of the Variety Club of Great Britain.

E. D. Martin, past president, Theatre Owners of America, is to chair the Film Exhibitors of America committee being formed in the U.S. to add to the strength of Variety International.

Jim Nicholson, president, American-International Pictures, and a past chief barker of the Los Angeles Tent, is to organize the studios and production side of the U.S. film industry to boost V.C.I.

A.I.T. Promotes Polson

NEW YORK—Robert K. Polson has been appointed general manager for A.I.T. Theatres, it was announced by Conrad Baker, president. He replaces Ralph E. Donnelly, recently made assistant vice-president of the company.

Polson has been with the company 10 years and has handled all phases of its operation.

Memphis Theatre Fights Injunction Forbidding All Adults-Only Films



Joseph E. Levine, center, president, Embassy Pictures, was recently awarded the Order of Commendatore of the Italian Republic in Rome by Minister of Entertainment Achille Corone, left, as Kenneth Hargreaves, managing director of Anglo-Embassy, looked on. Levine is credited with having presented some 150 Italian films in the U.S.

IFIDA Raps "Infantile" Tax Plan For Foreign Pix

NEW YORK—Michael F. Mayer, executive director, Independent Film Importers and Distributors of American Inc., attacked the proposal of the Save American Movies Committee to establish a 20 per cent box office tax on all motion pictures produced outside the United States.

In a statement issued on behalf of the IFIDA board of directors, Mayer stated:

"This week in a story from Hollywood it is reported that a so called Save American Movies Committee has issued a call for a 20 per cent box office tax on all motion pictures produced outside the United States. If the release is to be believed, the committee should rename itself the Destroy All Movies Committee. This shocking and outrageous proposal aims a knife right at the heart of the film business including all those who produce, distribute and exhibit motion pictures. In particular, it seeks through the power of taxation the destruction of great film works from abroad and the negation of the great American tradition of the free screen. The Congress in its wisdom will reject this infantile gesture."

Happy Birthday, Barney

NEW YORK—Leaders of the motion picture industry helped Barney Balaban, board chairman of Paramount Pictures Corporation, celebrate his 79th birthday on June 2 at UJA headquarters.

The celebration was held during a "Person-to-Person" telephone solicitation session of the motion picture and amusement division of UJA. Saul Jeffee, president of Movielab, Inc., chairman of the division's 1966 drive, revealed that the group attending the celebration raised \$12,000.

Among those attending were Emanuel Frisch; Irving H. Greenfeld, Metro-Goldwyn-Mayer Inc.; Al Kelly, master of doubletalk; Jack H. Levin; Harry Mandel; Samuel Rinzler, Rinzler and Frisch; Milton Samuels, RKO Theatres; and movie star Alexis Smith.

MEMPHIS—In addition to the temporary injunction barring the Strand from showing "Mondo Freud," the two owners of the house and its manager have been held to the state on charges of false advertising.

Robert M. Moscow, Atlanta, and Arthur L. Barnett, New Orleans, of the Robert-Arthur Management Corporation which owns the Strand and houses in New Orleans and Atlanta, were released on \$200 bonds each. Ernest E. Leftwich, manager, was released on a \$250 bond. Police charged the Strand was showing one picture while advertising others in the newspapers and on its marquee in violation of a Tennessee statute on misleading advertising. The injunction against the Strand prohibits the showing of "adults only" films. Inspector E. L. Barksdale of the vice squad stated the picture being shown was "Tickled Pink," an adults-only-type picture, whereas the marquee listed the film under another title and one newspaper advertisement listed "Olga's Secret Club."

Frierson Graves, attorney for the Strand, says the three arrests amount to harassment by the police. He states the name different from the picture title appeared on the marquee through an error by the film's distributor, who gave the wrong title to Leftwich, and that a 7 p.m. change in films made it impossible to change the newspaper advertisement in the morning newspaper. The attorney added that the correct picture was advertised in the Strand's radio spot announcements. Graves also pointed out that no action was taken by the police when the Guild exhibited "Mondo Freud" for a week, whereas the Strand could not show the film. The attorney general's office and the police vice squad answered by stating they received no complaints on the movie when it was shown at the Guild, but the opposite was true of the Strand showing.

Staff members of the attorney general's office and police vice squad officers saw a screening of "Mondo Freud" at the private screening room of 20th Century-Fox Film Corporation. The day of the screening, Judge Ben Hooks had declined to dismiss and dissolve the temporary injunction against "Mondo Freud" and all adults-only films from showing at the Strand.

"'Mondo Freud' is without any question filth. It is definitely obscene. It has no artistic value or any social significance," stated Assistant Attorney General Sam Catanzaro. He added that his office will oppose the dismissal against the injunction and will appeal if a dismissal is granted.

"Save Abu Simbel" Preme

NEW YORK—Lowell Thomas, author, foreign correspondent, and commentator, and Spyros P. Skouras, motion picture executive, have been named co-chairmen of the New York premiere of Julian Blaustein's Cinerama presentation of "Khartoum" at the Warner Cinerama Theatre, Wednesday evening, July 13. The event is sponsored by the American Committee to Preserve Abu Simbel.

The American Committee to Preserve Abu Simbel was organized to save the temples and colossal statues of Rameses II in the Nile Valley, which must be moved because of flooding caused by the construction of the Aswan High Dam.

Alfred Hitchcock's "Torn Curtain" To Premiere At Sack's Music Hall

BOSTON—"The Torn Curtain," Alfred Hitchcock's 50th film, will have its world premiere at the Music Hall in Boston on July 14, Ben Sack, president of Sack Theatres, announced at a champagne breakfast in the Sheraton Boston Hotel.

Joe Rosen, division manager of Universal Pictures, in from New York for the announcement, said Boston was picked because of the high grossing power and the elegance of the 4,400-seat Music Hall, and "Ben Sack's showmanship."

Sack said, "I understand that Alfred Hitchcock heard about our grossing \$98,000 with 'Thunderball' and decided this was the theatre. It's a great honor; I hope we shall prove worthy of it. The best proof of all, of course, would be our grossing \$100,000 in the first week of the engagement. With the magic of the Hitchcock name and the boxoffice chemistry of Julie Andrews and Paul Newman, I am confident that this is a highly obtainable goal."

Alfred Hitchcock will come to Boston for three days and the premiere and make personal appearances in conjunction with his 50th picture. Actor Paul Newman is expected in for the opening along with other stars. "Boston will go all out for the Hitchcock world premiere," Sack said, "and Kleig lights, star name guests, television, radio, and press coverage will be the biggest ever seen here."

Sack, speaking to the press and city officials at the champagne breakfast, stated: "In the relatively few short years that Sack Theatres have been operating motion picture theatres in Boston, we have been privileged to have a number of honors bestowed upon us. One of the greatest showmen of all time, Mike Todd, had enough faith in me to choose my Saxon Theatre as a showcase for the presentation of one of the best and biggest grossing motion pictures of all time, 'Around The World In 80 Days.' In picking the Saxon, Todd passed over a number of other theatres operated by industry veterans and placed his confidence in me—a relative newcomer still wet behind the ears.

"Several years ago, one of the most astute film producers, Otto Preminger, picked my Saxon Theatre again for the world premiere of 'The Cardinal,' and the honor was more than double when His Eminence Richard Cardinal Cushing conferred his personal endorsement on the film and sponsored the opening night as a benefit for his charities.

"A couple of years later, we were again honored by His Eminence with the sponsorship of the premiere of 'Mary Poppins' at the Gary Theatre—an event which raised \$84,850 for the Cardinal Cushing Charities Fund.

"Not the least of the honors conferred upon Sack Theatres was the proclamation by his honor Mayor John F. Collins of Sack Theatres Week as a salute to the dual opening of the Music Hall and the Capri Theatres in July of 1962.

"And I think you might agree that the introduction to Boston filmgoers of 10 Academy Award winning motion pictures in 10 years is a unique and praiseworthy distinction. And now I am pleased to announce to you what is certainly one of the biggest honors ever bestowed upon the Sack Theatres. For the world premiere of the 50th motion picture, Alfred Hitchcock has chosen, from among all the theatres in the world, our Music Hall.

"I have been told that Mr. Hitchcock, whose

MGM Board Announces June 24 Stock Split

NEW YORK—The board of directors of Metro-Goldwyn-Mayer, Inc., set June 24 as the date for filing the amendment to the MGM Certificate of Incorporation effecting the 2-for-1 stock split authorized by vote of stockholders at a special meeting held on May 24.

Holders of record of common stock of the company at the close of business on June 24 will be entitled to receive one additional share of common stock for each share of common stock then held. The quarterly dividend of 50 cents per share on the unsplit stocks announced as payable July 15 to holders of record June 24, will be paid at the rate of 25 cents a share on the split shares.

STV Bids For Viewers

HARTFORD—In a bid for more summer-time subscription television viewing, RKO General, owner-operator of WHCT-TV, home base for America's sole on-the-air STV experiment, has announced a "See Six And Save" plan.

If a family watches six or more programs during any one of the summer months—June, July, August—the family will not be charged the \$3.25 service fee for that particular month, a station spokesman disclosed.

fame as a motion picture producer and director requires no elaboration by me, is a most meticulous man. I understand that his control of his motion pictures extends not only to script, casting, and direction, but even to sales and advertising. As a matter of fact, Phil Gerard of Universal Pictures told me that the Universal advertising department submitted no fewer than 20 rough sketches of ads before Mr. Hitchcock personally picked the ads which will be used for 'Torn Curtain.' And Mr. Hitchcock personally picked the Music Hall for the world premiere."

No Exemption For Industry In N.Y. Minimum Wage Hike

ALBANY—A plea voiced by D. John Phillips, executive director, Metropolitan Motion Picture Theatre Owners Association, for exemption of ushers, cashiers, doormen, and matrons from statewide minimum wage increase went unheeded as both Houses overwhelmingly adopted a measure hiking the "floor" from \$1.25 to \$1.50 hourly, effective Jan. 1, 1967. An estimated 600,000 to 800,000 workers will be affected.

Senate adoption, 45-14, came several hours after Republican and Democratic leaders reached an agreement to resolve long-standing differences on the issue.

The MMPTOA's request for an exemption affecting non-unionized employees received a cold shoulder. Phillips reportedly told friends "private support" for the idea existed, but it did not gain "public affirmation."

There has been a history since 1960, when the state's first minimum wage law was enacted, of disinclination to view motion picture theatre operation in the light of a distressed operation. "Marginal" situations will again feel the brunt of the minimum wage increase.

The new law also stipulates the scale shall go to \$1.60, if and when Federal minimum wage reaches this level. Congress has been in the process of enacting a measure which will shoot the U. S. figure up to \$1.40, and to \$1.60 by 1967.

N.Y. To Salute Warner

NEW YORK—Jack L. Warner, president of Warner Bros. Pictures, will be awarded the bronze Medallion of the City of New York June 23 at the supper-ball in his honor that will be held in the grand ballroom of the Astor Hotel following the gala premiere of "Who's Afraid of Virginia Woolf?" the Warner Bros. motion picture starring Elizabeth Taylor and Richard Burton, at the Criterion Theatre on Broadway.

By awarding the Medallion, Mayor John V. Lindsay and the City of New York will be joining the tribute to Warner for his contributions to philanthropy and the arts that will also include presentation by the American Musical and Dramatic Academy and the Richard Burton Fund of the National Hemophilia Foundation, co-sponsors of the benefit premiere and supper-ball.



First assistant international chief barker Ralph Pries, Philadelphia, recently attended Variety Club of Pittsburgh Tent One's 15th annual telethon on WTAW-TV, which raised \$90,000 for Variety charities. Seen with Pries, second from left, are Variety's international representative and producer of the telethon Harry Kodinsky; tv star Virginia Gibson; Pittsburgh's chief barker Edward C. Boyle; and Ken Berry, of the "F Troop" tv series.

Bay Harbor Theatre Sues Wometco, Distribs

MIAMI, FLA.—Maurice Revitz, president, Broadway Ventures, Inc., owner Bay Harbor Theatre, Bay Harbor Islands, filed a \$2,250,000 treble damage suit in Federal Court against Wometco Enterprises, Inc., MGM, Universal, Edward Stern, film buyer for Wometco; Mitchell Wolfson and Louis Wolfson, officers and directors of Wometco.

The suit maintains that "by reason of its large chain of theatres, Wometco possessed tremendous buying power and the ability to, and it did, illegally exert undue influence and economic pressure on the distributor defendants."

Wometco is charged to be in a conspiracy with the film distributors to get preferential treatment on releases and obtain considerable product through its superior buying power. They are charged with agreeing to designate certain pictures as "world premieres" or "art films" and certain theatres as "road show theatres" to prevent new product being shown initially at the Bay Harbor Theatre.

In addition, it is charged that the practice of bidding on a new release was unfair because Wometco was given first choice or knew in advance what other theatres offered to pay in their bid.

The court was asked to issue an injunction preventing future unfair actions by Wometco, plus orders requiring MGM and the others to negotiate fairly on pictures released, with sealed bids to be opened publicly and under provisions of anti-trust laws.

No date has been set for the hearing, and the defendants have 20 days to file their answer to the complaint. Attorneys for Revitz are Harry M. Pimstein, New York, and Miami lawyer Jordan Bittel.

MCA Elects Officers

CHICAGO—The annual meeting of the stockholders of MCA, Inc., was held at the Sheraton-Blackstone Hotel. The following were elected as directors: Jules C. Stein, Milton R. Rackmil, Lew R. Wasserman, Charles Miller, Walter M. Heymann, and Albert A. Garthwaite.

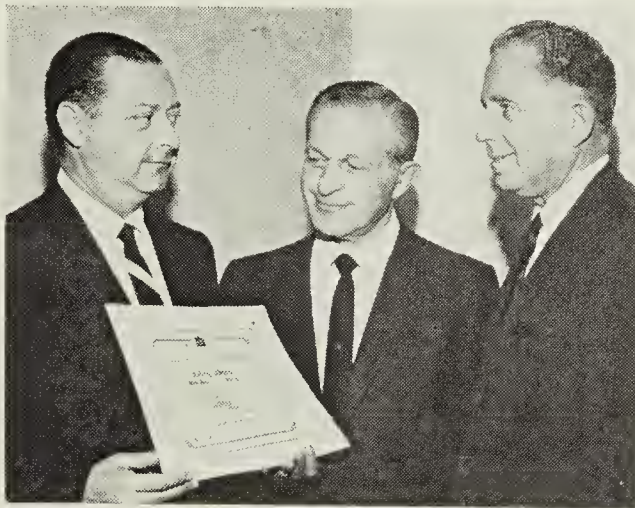
Stockholders confirmed the appointment of Price Waterhouse & Co. as independent auditors for the fiscal year ending Dec. 31.

At a board of directors meeting, the following were elected as officers: Jules C. Stein, chairman of the board; Milton R. Rackmil, vice-chairman of the board; Lew R. Wasserman, president and chief executive officer; Berle Adams, vice-president; Albert A. Dorskind, vice-president and treasurer; Edd Henry, vice-president; Jay Kanter, vice-president; Maurie B. Lipsey, vice-president; Charles Miller, vice-president; Daniel L. Ritchie, vice-president; Michael J. Rockford, vice-president; Taft B. Schreiber, vice-president, Morris M. Schrier, vice-president and secretary; Harold Haas, controller; John W. Findlater, assistant secretary; Frederick E. Witt, assistant treasurer.

New Production Firm

HOLLYWOOD—International World Productions has opened its new offices at Allied Artists. Martin Zessin, president of I.W.P., will head up most of the shooting schedule in the capacity of director of cinematography. Formerly with MGM, he believes the secret to effective movies is in the extensive use of natural lighting. The first script accepted by I.W.P. for production is a psychological murder mystery.

Television, Radio Personnel Join Film-Men In Visit To Will Rogers



Joseph Sugar, vice-president and general sales manager, 20th Century-Fox, recently presented an "Outstanding Achievement Award" to Harry Botwick, right, division manager, Florida State Theatres, and Harry Margolesky, center, manager, Colony, Miami Beach, Fla., where "The Sound Of Music" is continuing its long and successful run.

Mrs. Twyman Urges New Projects By Clubwomen

CHICAGO—Margaret G. Twyman, director of the community relations department of the Motion Picture Association of America, was one of the featured speakers on a panel discussing "Communications," as a highlight of the program of the General Federation of Women's Clubs at their national convention here.

In her remarks, Mrs. Twyman said: "The motion picture industry is playing a vital role in American life. Not only is it our greatest entertainment medium, but it is a leading communications medium in universities and colleges, and all levels of education."

In discussing the community relations department's "Movies and You" Awards program, Mrs. Twyman urged the member clubs of the General Federation to continue to establish motion picture projects and to tie in their club work with the motion picture and the motion picture theatres in their communities.

Others on the panel included representatives from radio, tv, newspapers, and educational tv. A lively question-and-answer period followed Mrs. Twyman's remarks.

Mountain Exhibits Elect

SALT LAKE CITY—Mountain States Theatres Association, representing Utah, Idaho, and parts of Nevada and Wyoming, elected Ted Kirkmeyer, city manager, Fox Inter-Mountain Theatres, president; Richard Morris and Ellis Everall, vice-presidents; and Chet Price, Intermountain Theatres, secretary-treasurer.

Sheets Leaves BV

NEW YORK—Barr Sheets has resigned from Buena Vista, Walt Disney distribution subsidiary, where for the past four years he has functioned as sales manager for television syndication. He will resume personal activities in the areas of tv syndication, distribution, and production, with offices in Los Angeles.

NEW YORK—For the first time in its history, a solid contingent of V.I.P.'s from tv and radio was to attend the annual meeting of the Will Rogers Hospital at Saranac Lake, N. Y., thus implementing committee efforts to unify the communications and entertainment industries in behalf of Will Rogers. The meeting got under way when 150 industry executives commenced a three-day, action-packed session. Foremost on the agenda of this annual meeting of Will Rogers directors and trustees was the dedication and opening of the new Montague Memorial Library and Study Center, as well as inspection of the progress at the Hospital and O'Donnell Research Laboratories, Clinical Laboratories, and Teaching Institute.

"This is the largest attendance we've ever had," said President Ned E. Depinet, and it indicates gratifying growth of awareness and understanding of what Will Rogers is doing for the health of 'Our Own' as a good public relations image-maker for our industry. We are especially pleased that top executives from the communications field, tv and radio, have accepted our invitation to join us this year. They and their personnel are also entitled to the privileges of Will Rogers, and together with directors, trustees and delegates coming from all parts of the country, they will gain a fuller knowledge of our enterprise at Saranac Lake, enabling all to better educate people in their areas and bring them closer to Will Rogers."

The Montague Library and Study Center is to be used for the extension of knowledge in the area of respiratory disease. It will be at the service of doctors, seminar students, medical societies and the medical profession at large. Its auditorium has already been reserved for the American Thoracic Society for meetings in October.

The Will Rogers party was headquartered at Whiteface Inn, Lake Placid. The annual Will Rogers Golf Tournament was played at Whiteface, with prizes by the Pepsi-Cola Company. The program at the Hospital included the industry luncheon with patients, local dignitaries and visiting doctors, the inspection of the plant, visits with patients, the Montague Library dedication, tour of the new building facilities and demonstration of its audio-visual educational equipment. Provisions were made for guests to have free chest x-rays.

Board member Fred J. Schwartz hosted the entire group for a buffet supper and an evening of fun and relaxation at Schwartz' Holiday Harbor resort at Lake Placid.

The annual directors' meeting climaxed the weekend.

Reade Managers Compete

NEW YORK—Many thousands of dollars will be awarded to managers of Walter Reade-Sterling, Inc. theatres in this year's "Summer Drive" contest, Nick Schermerhorn, vice-president for theatre operations, announced at a meeting of the theatre division.

The prizes for this year's contest will be based on a comparison of the profits in each theatre from Jan. 1 through Sept. 15 against the profits previously budgeted for the theatre. Consequently, each theatre manager will be competing only against his own budget.

The NEW YORK Scene

By Mel Konecoff

NOW, THEY'VE GOT A NEW REASON TO HOLD A LUNCHEON—TO CLINCH a title. Paul M. Heller, president of MPO Pictures Inc., hosted a press luncheon at Sardi's the other day to announce that the new title of the forthcoming color feature co-produced by MPO and ABC Films was "Come Spy With Me." It had originally been labeled "Red Over Red" and then "Agent 36-24-36." Heller noted that this is the first domestically produced motion picture to be co-sponsored from its inception by an independent producer and a television distributing company, which will release it for television after completion of its theatrical run.

Hal Golden, president of ABC Films, liked the potential of MPO and hoped that this would be the first of five or six features. "Come Spy With Me" was filmed on location in Jamaica at a cost of slightly over \$400,000 and stars Troy Donahue, Andrea Dromm, and Albert Dekker. Golden expected that 18 to 24 months after being made available for theatrical release, it would be sold for television syndication on a market-by-market basis.

Director Marshall Stone referred to the east coast film makers as some of the best in the world, while characterizing the area as an important film center of the world. Heller also praised the New York technicians for their inventiveness and ingenuity, which helped bring the production in ahead of schedule.

Negotiations are presently being conducted with a major distributor for release of the film next Christmas with an extensive campaign in the works to back up the release. Heller felt that this entry could pave the way for a long line of motion pictures, which can be simultaneously produced for theatres and television. By combining in advance the potentials of both markets, the film maker can create a product with greater economic stability and box-office appeal than either medium could afford individually.

Heller reported that the film has generated so much interest that he is ready to begin a series of dual market pictures along with other projects under the banner of Paul Heller Productions, while continuing as president of MPO Pictures, Inc. Some will remember him as producer of "David and Lisa."

A MATTER OF EDUCATION: ACCORDING TO TOM BRANDON, PRESIDENT of Brandon Films, student interest in motion pictures has resulted in an acceleration in film courses at colleges, universities, and even in high schools all over the nation. Brandon's records, based on 30 years of experience in dealing with schools and film societies, indicate that 1,900 specialized film courses are now included in the curricula of more than 1,000 schools of higher learning in the U.S., representing a 400 per cent increase during the past decade. Courses offered range from the simplest level to the most complex consideration of film history, appreciation, criticism, and production techniques.

The results in the aforementioned paragraph are not wholly the doings of either the teaching profession or the commercial film companies, but rather credit must go to many of the youngsters themselves, who had such strong interest and urgings to know and see more that they banded together into film societies, which generated the necessary spark and enthusiasm for follow-through. Brandon estimated that there are approximately 3,500 societies in existence today across the country.

In a number of situations, exhibitors have taken advantage of this craving for motion pictures as both an art and entertainment medium by addressing school groups, or bringing visiting guests to do so. They've set up morning discussions and seminars in the theatre, utilizing the projection equipment. In other words, they've helped stimulate the desires of the students and often turned them into paying customers for their theatre offerings.

A MATTER OF FOOD: FROM WEST BERLIN COMES WORD THAT THE BEST British restaurant in the area had been closed permanently when the cast and crew of "Funeral in Berlin" completed filming in the divided city and returned to England. The restaurant, a completely mobile unit, was flown to Berlin when the 70-man cast and production unit found wiener schnitzel, sauerbraten, knockwurst, and sauerkraut not to their Anglo taste.

The British catering crew dished up the more familiar food favorites such as fish-and-chips, "bangers," roast beef, Yorkshire pudding and cheddar cheese. Good old tea was also in order twice a day, at 10 and four o'clock. Morale was tip-top.

Recommended Reading: Frank P. Clark, who is a special effects expert for MGM, appropriately enough wrote a book entitled "Special Effects in Motion Pictures." It's devoted to that area known as mechanical special effects, those which are created before the camera during filming such as fog, fire, rain, wind, snow explosions, gun fire, breakaways, prehistoric monsters, etc. Some optical effects are also discussed.

It's a fascinating work only 238 pages in length, and it practically amounts to an expose of sorts of film making. The first recorded special effect dated back to 1893, in one of Edison's first Kinetoscopes, "The Execution of Mary Queen of Scots," when Mary's head rolled in the dust following an encounter with the chopping block.

Did you know that a sea monster or prehistoric animal is a complexity of coil springs, tension cables, hydraulic cylinders, ball joints, and steel rods? Every move must be anticipated and carefully engineered prior to construction. The operation of such a device may require the full participation of several men, each carefully rehearsed in his role.

One of the standard substitutes for blood in black and white films is ordinary chocolate syrup, but it must be removed fast or it sets into a difficult stain. For color scenes, there is Technicolor blood (formula on request). There's also an interesting section on bullet holes, bullet hits, arrow and knife throws, etc.

Clark has some great tips for would-be special effects men or for do-it-yourselfers who may be interested. The volume is available from the Society of Motion Picture and Television Engineers, 9 East 41 St., NYC, for money.

THE METROPOLITAN SCENE: ABOUT 1500 MEMBERS OF THE NYC ASSOCIA-

(Continued on page 14)

Life Uses Superlatives To Boost "Virginia Woolf"

NEW YORK—Life magazine goes all out for "Who's Afraid of Virginia Woolf?" in its June 10 issue, devoting the cover and eight inside pages to the Warner Bros. motion picture that stars Elizabeth Taylor and Richard Burton.

Life says "Virginia Woolf" boils with venom and power," adding that "Virginia Woolf" emerges as an honest, corrosive film of great power and final poignancy."

Miss Taylor is described as "a revelation" in a "bravura role," while "Burton's acting is the best of his film career," according to Life.

"Who's Afraid of Virginia Woolf?," which also stars George Segal and Sandy Dennis, will have its world premiere June 21 at the Hollywood Pantages and its New York premiere June 23 at the Criterion. Produced by Ernest Lehman and directed by Mike Nichols, the film will be presented under a policy prohibiting admission to anyone under the age of 18 unless accompanied by his parent.

Fox Promotes Lewis

NEW YORK—Claude P. Lewis, Jr., has been promoted to the post of assistant advertising manager at 20th Century-Fox, it was announced by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation.



LEWIS

Lewis joined the 20th-Fox ad department in 1950, following his graduation from New York University. He has served as staff copywriter, and in 1962 was named copy chief of the organization's complex consumer and trade advertising operations.

New Legislative Unit

ALBANY—Industry and Capitol Hill observers speculated about the implications of a new development in joint legislative committees. It saw both Houses quickly approve a resolution creating a Committee on Crime, Its Causes, Control, and Effect. This replaces the long-functioning Joint Legislative Committee on Offensive and Obscene Material, plus two other study units.

Resolution establishing the wider ranging Joint Committee declared, "Widespread public concern has been evidenced relative to the type of material disseminated in this state by mass media of communications, including comic books, pocket books and similar publications.

Tent 35's "Primrose" Affair

NEW YORK—The Variety Club Women of New York's Tent 35 hosted a "Primrose Luncheon" for its membership at Tavern-On-The-Green in Central Park this week.

The "Primrose" title was conferred upon the women volunteers by Britain's Prince Philip on his recent visit to the United States, when he spoke at and toured the Flower and Fifth Avenue Hospitals, taking particular note of the Variety representatives in their primrose uniforms.

Stars Join Committee For San Francisco Fete

SAN FRANCISCO—Agnes Moorehead, Gregory Peck, and William Holden have agreed to serve on the Hollywood Advisory Committee of the Tenth Annual San Francisco Film Festival which runs this year, Oct. 20-30.

This announcement was made at a Festival season kick-off party here by Mrs. Charles A. Black (the former Shirley Temple), who organized the Hollywood committee.

Members of the Hollywood Advisory Committee who attended the gathering along with more than a hundred prominent Bay Area social figures were Academy Award-winning actress Jennifer Jones Selznick; producer-director Mervyn LeRoy; producer Arthur Freed, who is also president of the Motion Picture Academy of Arts and Sciences; and Deane F. Johnson, motion picture attorney. Mr. and Mrs. Joseph Cotten are also members of the Hollywood Advisory Committee.

Also attending the affair were David M. Sacks, Festival general chairman, and William C. Boyd, executive director, both of whom returned from the Cannes Film Festival where they were contracting film makers and stars.

FWC Shifts Managers

LOS ANGELES—Don Nice, manager, Loyola, Los Angeles, has been given the managerial assignment of Fox Eastern Theatres Corporation's new Fox Plaza, Staten Island, New York, it is announced by John Klee, Pacific Coast division manager of Fox West Coast Theatres, subsidiary of National General Corporation.

Larry Quijada, formerly manager, 5th Avenue, Inglewood, checks into the Loyola.

Owen Pritchard, manager, Wilshire, Santa Monica, has been upped to manage the Twin Vue Drive-In, Gardena. Cal Gerlach, who had been on an official leave of absence, has been appointed manager, Wilshire.

Leonard Joins Conrad Prods.

LOS ANGELES—Irving Leonard has been named chairman of the board and controller of Robert Conrad Productions, which will produce the indie feature "Los Bandidos" in Durango, Mexico, June 30.



At the recent world premiere of Universal's "And Now Miguel" in Albuquerque, N.M., producer Robert B. Radnitz received a special citation from Governor Jack Campbell. Lou Avolio, district manager, Frontier Theatres, which operates the Kimo where the premiere was held, is on the left, and Pat Cardi youthful star of the film, is on the right.

LONDON Observations

by Jock MacGregor

HOLLYWOOD BOUND ON JUNE 19 IS THE RANK ORGANIZATION'S FRED Thomas. Prewar publicity chief for 20th Fox, Paramount, and other companies, he became a trade paper editor after service in the Royal Air Force only to wake one morning to realize that he was not dreaming and that John Davis had put him in charge of Rank's U.K. distribution setup. The appointment caused surprise, but soon even those who had been amazed were agreeing that it was an enormous success. He will listen to everyone's story and then form his own opinion. Even the smallest exhibitor had direct access to him if he had a problem, and a mutually satisfactory solution was usually found. He gained a reputation as a fair dealer, and today there are few exhibitors, big and small alike, with whom he does not trade.

Rank, in addition to its own product, also distributes Universal International in the U.K. Fred found that he could still use more pictures, BIG pictures. Here was a real problem. While Rank has a highly efficient world-wide distribution set-up which also handles many British, American, and continental competitors' pictures in various territories, it has no regular U.S. outlet. This makes the financing of the epics which the international boxoffice now requires tricky. He suspected co-productions and eastern and western hemisphere split deals could be the answer. His first experiments were with Sam Bronston, and "El Cid" proved him right. For the price of a normal British picture, he had a roadshow attraction for his customers. When Bronston suspended operations, Fred looked around for additional partners and did a deal with Columbia for Anthony Mann's "Heroes of Telemark." Again, the results satisfied.

Currently, shooting is proceeding on two of his promotions, Ivan Foxwell's "Quiller Memorandum," which Michael Anderson is directing in Berlin with Alec Guinness, George Segal, Senta Berger and Max Von Sydow and is being made in association with the National General Corporation's Carthay Center Productions, and Sydney Box's "Deadlier than the Male," which Betty Box is producing and Ralph Thomas is directing with Richard Johnson and Elke Sommer for Western Hemisphere, Japan, Philippine, and Korea release through Universal.

Now Fred has arranged for the Harry Saltzman-Ben Fisz epic of the RAF, "The Battle of Britain," to be made in association with Paramount, and launched the project with a lunch at the RAF Club. Revealing how seriously the services are taking the film, Denis Healey, the minister for defense, attended and was supported by chiefs of staff and a remarkably large number of "The Few," the fighter pilots who "saved the day." Indeed, as Harry quipped, "Never in war days with the Royal Canadian Air Force had he ever been so near so much top brass." He believes that "it will be the last story of air warfare that can be told in this day." Healey congratulated the producers on their initiative and said there is a gladiatorial glamor about the fighter pilots: "They fought a personal combat in the most spectacular arena in history—the sky—and their heroism was displayed in public." While in Hollywood, Fred will finalize arrangements for co-productions in the approved but unannounced class and mull over projects submitted by other companies, who are fully conscious of the worth and potential of such financing and sales. He will be staying at the Beverly Wilshire.

AFTER HIS SUCCESSFUL LAUNCHINGS OF URSULA ANDRESS IN "SHE" and Raquel Welch (who has become one of the most publicized of all actresses without ever seeing her in a leading role here) in "One Million Years, BC," Jim Carreras has been adapting the same formula for the Finnish discovery, Carita, who stars in "The Viking Queen." Again, he chose London's most luxurious venue for her press reception—The Garrison Club at Les Ambassadeurs. She is a stunner, and it looks as though Jim has been lucky with his choice for the third time. If he seemed a trifle distant that evening, he was to be forgiven. He was not able to mention that as the VCI chief barker, he had been invited to a small, informal lunch next day at Buckingham Palace by the Queen and the Duke of Edinburgh. This should bring pleasure to every barker everywhere, as through Jim, they too are being honored.

"IT HAPPENED HERE" WAS MADE BY SOME BRITISH FILM ENTHUSIASTS headed by Kevin Brownlow and Andrew Mollo very much as a labor of love and with whatever finance they could scrape together. Telling the story of an imaginary German occupation of England, it was shown at the London Film Festival in 1964 and received sympathetic acclaim. Later, UA acquired distribution rights. Finally, it was put on at the London Pavilion following "Thunderball" for two weeks. It clicked and a hasty rearranging of schedules was necessary. "Boeing Boeing" had to be switched to Paramount's Plaza because of its forthcoming release, and the phenomenally successful "Alfie," which was still taking outstanding money, was moved to Ken Rive's arter, The Continentale. For only the second time in The Odeon's 30 odd years, a Warner picture is playing Rank's flagship. "The Moving Target" ("Harper") was launched with a buffet lunch following the press show when producers Elliott Kastner and Gerry Gershwin and director John Smight attended. As a result of the complimentary questions, they can have no doubts about how much the critics liked it.

PRODUCER TED RICHMOND, HAVING FINISHED SHOOTING "RETURN OF the Seven," (a further adventure of "Magnificent 7") with Yul Brynner and some new faces from tv westerns, in Spain, has brought the film to London for dubbing and scoring by Elmer Bernstein. He was very impressed with the weather there—there really must be something more to that "rain and plains" business—the facilities available, and reasonable costs. For once, a follow-up will cost less than the original without loss of production policy. He feels European cameramen and sound recordists are more prepared to work with new light equipment than their cousins in Hollywood."

Telemeter Licenses Pay-TV System For New England, Pittsburgh, D.C.

SPRINGFIELD, MASS. — Capital Communications Corporation, a wholly-owned subsidiary of Springfield Television Broadcasting Corporation, has entered into a franchise agreement with International Telemeter Corporation, a subsidiary of Paramount Pictures Corporation, for exclusive rights to the Telemeter system of subscription television in Worcester, Mass., encompassing the Boston-Worcester-Providence areas, Pittsburgh, Pa., and Washington, D.C., it was announced by William L. Putnam, chairman of the board of Capital Communications Corporation, and Leslie Winik, president of International Telemeter Corporation.

The franchise agreements are subject to action by the Federal Communications Commission in adopting rules to authorize television stations to transmit programs paid for on a subscription basis. The Commission on March 24 announced its Notice of Rule Making to amend existing rules and regulations governing radio broadcast services to provide for subscription television, both over-the-air and by closed-circuit.

If approved by the FCC, Capital Communications Corporation will operate Telemeter's over-the-air subscription tv system on Station WJZB, channel 14, owned by Springfield Television Broadcasting Corporation in Worcester, Mass., and on Station WENS, channel 22, to be constructed by Springfield Television Broadcasting Corporation in Pittsburgh, Putnam said.

Telemeter in Washington, D.C., will be operated by Capital Communications Corporation via closed-circuit broadcasting, employing Telemeter's three-channel system, which underwent a five year test in Toronto, Canada, between 1960 and 1965.

Putnam noted that the Washington franchise will encompass all of the Metropolitan area of the District of Columbia, including Maryland and Virginia suburbs. He added that the area of primary interest initially would comprise the northwest section of the nation's capital city from Rock Creek westward, extending to the southwest redevelopment area and to the northern Virginia suburbs.

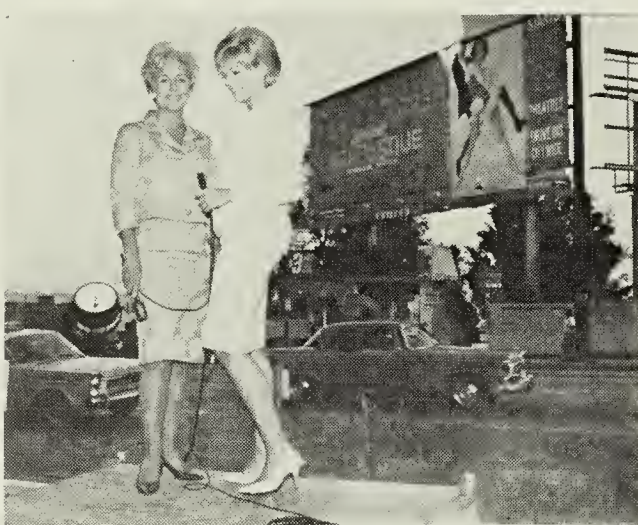
Putnam declared that "Subscription Television can be a real source of added service to the public, especially in areas where new channels will be opening up in the next few years."

Winik stated that the franchises granted to Capital Communications Corporation are the first in the United States for Telemeter's over-the-air system of subscription television, which has undergone field testing on Telemeter's experimental UHF station, KM2XOG, channel 83, in Los Angeles since 1961. These three new franchises bring to seven the number of franchises in principal cities now licensed by Telemeter. Others previously announced are for cable systems in Miami, Atlanta, Dallas, and Houston.

"Woolf" Appeals Code Nix

NEW YORK—The Production Code Review Board of the motion picture industry was called by the Motion Picture Association of America to consider the matter of the Warner Bros. motion picture, "Who's Afraid Of Virginia Woolf?"

The film company appealed the denial of a Code seal to the controversial adult production.



Universal City Mayor Joan Staley and actress Karen Jensen officiated recently at the unveiling of the largest billboard on the Sunset Strip, heralding the opening of Universal's "Arabesque" at area theatres. The painted board is 60 x 20 feet.

Dallas, Exhibitors Tussle Over Classification Moves

DALLAS—N. Alex Bickley, city attorney, said that the city will file its movie brief with the Texas Supreme Court following an application for a writ of error by Interstate Circuit and United Artists in the "Viva Maria" case.

Interstate and United Artists are challenging a "not suitable" classification which the Dallas Motion Picture Classification Board gave the movie in February.

"Viva Maria" was one of the first test cases to challenge the city's movie ordinance, passed by the city council on Nov. 22, 1965.

The Court of Civil Appeals already has rendered a judgement upholding the unsuitable (for persons under 16) classification of the film.

A decision on another movie which was termed unsuitable, "Blood and Black Lace," is pending before the Court of Civil Appeals, according to Bickley. Another case involving "The Silencers" is pending in 14th District Court.

Bickley said if the state Supreme Court grants the writ seeking to have the earlier decision on "Viva Maria" reversed, a hearing will be set.

Theatre operators are also challenging the constitutionality of the movie ordinance in a case before the 5th U. S. Circuit Court of Appeals in New Orleans. A hearing was held in the case recently, but no judgment has been rendered.

THE NEW YORK SCENE (Continued from page 12)

tion of English Teachers saw special showings of "Born Free" as part of a screening campaign for education and cultural groups in the area. . . . Success of the Frank Sinatra record, "Strangers in the Night," from Universal's "A Man Could Get Killed" with Melina Mercouri and James Garner, resulting in some of the ads being revamped to take advantage of the situation. . . . Card expert Felix Greenfield challenging patrons in the lobbies of the Forum and RKO 58 Street Theatres, where "A Big Hand for the Little Lady" opened. Winners got free tickets. Felix, when he's not challenging anyone, publicizes Warners pictures. . . . Three features are all claiming to be the first to take advantage of the reduced red tape in local film making—they are MGM's "Penelope," Seven Arts' "You're A Big Boy Now," and Universal's "What's So Bad About Feeling Good." . . . Bantam Books out with a movie-plug version of the forthcoming roadshow, "The Blue Max." . . . RCA Victor releasing Elvis Presley singing the numbers from his latest "Paradise, Hawaiian Style."

NBC Not In Contempt; Stevens Continues Fight

LOS ANGELES—Superior Court Judge Richard L. Wells rendered a memorandum decision clearing NBC of contempt charges in the suit brought by producer-director George Stevens charging the network with violating an injunction forbidding artistic impairment of "A Place In The Sun."

Judge Wells noted that the original injunction sought to prevent interruptions that would "tend to mislead the public," garble the film, or damage the artistic integrity of the picture and Stevens' reputation as an artist.

Asserting that "the court cannot say that the plaintiff has shown, beyond a reasonable doubt that defendant violated the injunction. The main reason why the television version did not violate the injunction was the power and strength of the film. It might be said that the effect of commercial interruptions on a movie is in adverse ratio to the strength or quality of the film. In this case the film was so dramatic, strong, exciting, romantic, tragic, interesting and artistic that it prevailed over commercial interruptions. None of the content of any of the interruptions was in bad or questionable taste, or so at odds with the movie as to be jarring . . ."

Stevens cited "the necessity for the creative guilds in Hollywood to unite on a common policy as to how motion pictures they have created are to be treated when the television stations get their hand on them."

He said "I respectfully disagree with the opinion; but I think it represents a significant step forward, for it recognizes that commercial interruptions can, and in this case, did lessen, decrease, interrupt, and weaken the mood, effect or continuity and the audience involvement and, therefore, some of the artistry of the film."

"I shall continue with my action to protect my own interests in "A Place In The Sun," and it now remains for the creators of American films to carry on in behalf of themselves and the public."

Stevens added that "While disappointed that we have lost this skirmish in the battle to preserve the artistic integrity of a film when televised; this is far from the end and there is still a trial ahead with NBC and Paramount in which both this issue and the question of my contractual rights will be fully gone into."

New UA Pact For Schenck

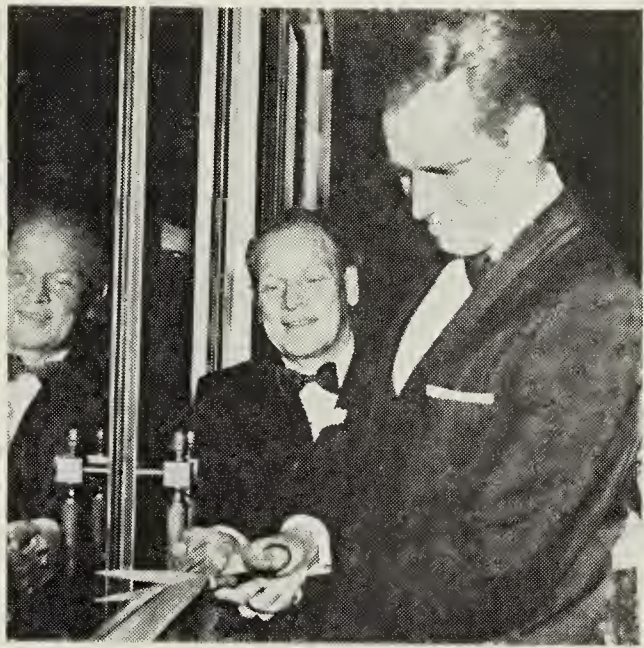
New York—United Artists has concluded a major four-picture deal with Aubrey Schenck, it was announced by Herb Jaffe, UA vice-president in charge of west coast operations.

ALBANY

B'nai B'rith Gidcon Lodge of Albany sponsored a benefit screening of "Cast A Giant Shadow" at the Branche, Latham. Star Kirk Douglas was born in nearby Amsterdam and is an honorary member of Albany Variety. . . . Schine Theatres will present a series of art films in Glens Falls, Herkimer, Norwich, Canandaigua and Lockport in cooperation with the MPAA and State Council on Arts. The Rialto, Glens Falls, managed by Lee Willis, recently held a similar "Film Festival" in cooperation with Arts Council and Adirondack Community College, Hudson Falls, and the Women's Civic Group. . . . Charles A. Smakwitz, Stanley Warner zone manager, flew in from New York on business. . . . John F. Kennedy is now house manager of the Hellman Theatre under managing director Dave Weinstein. Kennedy, a native of Mechanicville, replaced T. E. Leitch, currently with Alco Products in Schenectady.

BUFFALO

Two area towns, Canandaigua and Lockport, will participate in an experiment to see if interest in "quality" films can be aroused in small towns where only popular movies are available. The experiment, first move by the New York State Council on the Arts to encourage the art of motion pictures, will begin next fall. Cooperating will be Schine Theatres and the Motion Picture Association of America. Schine will make the theatres available to the Arts Council on a cost basis. In Canandaigua, the films will be screened in the Playhouse, and in Lockport, the Palace. The audiences in each area will be divided into three groups—elementary school children, junior and high school students, and adults. A separate program of 10 films will be available to each group. Omar K. Lerman, former Rochester theatre man and the council's special consultant for the performing arts, said, "The purpose is to provide a continuing opportunity for the small existing audiences for quality films in these places and to develop a new audience that will regard the cinema as an art form." . . . Robert W. Plunkett, Geneva, N.Y., has been named general manager of Ontario Cable Television, Inc. The company now is building a cable tv system under a franchise granted by the city of Geneva. . . . To John A. Locke, assistant manager, Schine Granada, Buffalo, should go credit for placing some novel posters on the theatre's refreshment booth, lettered in Russian (his wife is an expert in the language). They read, "May I offer you something to eat or drink," "Refreshments," "Lemonade," etc., all in Russian. The attraction at the Granada is MGM's "Dr. Zhivago." . . . Says Bob Sokolsky in his column in the Buffalo Courier-Express, "Local motion picture booking practices have finally managed to surpass their fascinating brand of nonsense with the decision to open seven first-run films today. The move can stand as a masterful one in absolutely nullifying any promotional advantage of an opening and in enabling all movie houses to lose themselves in the confusing maze such multiple premieres have to create." . . . "Born Free" will be presented in Buffalo at Cinema One in the Boulevard Mall some time in July as a benefit for the Buffalo Zoological Society. . . . Allen and Rossi, stars of Paramounts "Last of the Secret Agents?" will be the stars of the annual Rochester Police Ball scheduled June 25 in that city War Memorial Auditorium. Jack Jones, tv and recording star, also has been signed for the event. . . . Sidney J. Cohen, president, New York Allied, reports reservations coming in fast for the N.Y.-N.J. convention of the Allied Theatre Owners of both states, Aug. 8-11 at the Con-



George M. Aurelius, vice-president and general manager of Arizona Paramount, holds ribbon for Charlton Heston during ribbon cutting ceremonies officially opening the new Cine Capri, Phoenix.

cord Hotel on Lake Kiamesha in the Catskills. . . . Charles A. McKernan, former manager, Shea's Seneca and other Shea community houses in days gone by, is now associated with the Plaid Stamps Premium headquarters in Cheektowaga and resides in south Buffalo. . . . Jerry Westergren, managing director, Dipson Amherst, has placed a 40 by 60 in front of the theatre announcing a special smoking section now available for patrons. . . . The Federal Communications Commission has authorized a Connecticut-based company to build an ultra high frequency tv station to operate on channel 49 in Buffalo. The station will be operated by Beta Television Corp., which has an agreement to share with WNED-TV the antenna tower atop the Lafayette Hotel. . . . The Kensington, Dipson-operated theatre, announced the coming reserved-seat presentation of "The Blue Max," in an eye-catching, four-column ad. The gala premiere will be June 29.

CHARLOTTE

After 44 weeks and 445 performances, "The Sound of Music" ended a first run at the Winston, Winston-Salem, N. C., breaking all records for the city, and W. J. Evans, manager, said the demand from the public amazed him. Evans said the film, which opened Aug. 11, 1965, originally was scheduled to run for three months, and then was scheduled to end in February. "Every time the management thought about ending the run, it simply couldn't afford to," he said. Some 450 persons attended the final showing, and attendance during the last week was the biggest since the Christmas holidays. Present for the final showing was Miss Virginia Reavis, a patron who had seen the film 31 times. She said, "It was wonderful. There has never been another picture like it, and there never will be in my lifetime." Miss Evans, who saw "Gone With the Wind" 17 times, sat in the same seat every time she saw the picture, and once refused to buy a ticket when she discovered the seat of her choice already had been taken. She received a pass from the management for the final showing, and brought her mother along with her. Her mother had seen it seven times. Evans said the film played to more than 130,000 people in Winston-Salem, and that on the final night the Winston ran out of popcorn and had to import 12 large sacks from the Carolina. "The Sound of Music" opened at Charlotte in March 1965 and in Raleigh Aug. 11 and is still playing in those two cities. . . . Manager Dan Austell, Carolina, Winston-Salem, N. C., was afraid nobody would show

up when he was "talked into" the use of his house for a closed-circuit tv screening of the Indianapolis Speedway race May 30, but between 1,300 and 1,400 persons were on hand at \$5 a head. His staff was hard-pressed to keep up with the demand on the concessions. The staff of both the Carolina and the Winston were called in, as was an imported concession man from Columbia, S. C., but the concession stands were mobbed from 9 a.m., when the house opened, until shortly before 4 p.m., when the race ended. After the race, the theatre clean-up crew was hard pressed to remove the litter before the 7 p.m. showing of "The Singing Nun," but had everything shipshape in time.

CHICAGO

Universal brings its battymobile here for a three-day exhibit to herald the opening of their upcoming "Munsters Go Home." . . . Joe Levine, producer, brings in his "Nevada Smith" film for a special press showing on June 15, the week before the film opens at the Chicago. . . . 1,000 members of Sig Sakowicz's Mothers' Club attended the morning stage and film show of Allen and Rossi. Sig was presented with an eight foot Polish sausage for a birthday gift, much to the delight of his fans. Allen and Rossi made six stage appearances throughout the day at the Chicago. . . . Alphonzia Davis, B and K mailer, was married to Frances Little. . . . Fielder Cook, producer-director, was here to boost the opening of "A Big Hand for the Little Lady" at the Roosevelt. . . . Mundelein College held a theatre party benefit showing of "The Trouble With Angels" at the Granada. A cocktail reception was held to honor Jane Trahey, outstanding alumna and author of "Life With Mother Superior," from which the film was adapted.

CINCINNATI

P. J. Palazzolo, vice-president; Jack Haynes, general manager, Cincinnati Theatres; James Chakeres, exhibitor, Washington, C. H., O., and their wives are touring Europe during June. . . . Jim Moran, press agent par excellence, was in to promote "Blindfold," which opens in mid-June on a multiple run. The beguiling Moran fascinated interviewers and audiences alike, interspersing his "Blindfold" promotion with tall tales of past experiences. . . . Keith Theatre Building is coming down under the spotlights. The demolition is at night with sidewalk superintendents entering into the act with boos, hisses, and applause as the boomers hammer away at the building. . . . Brake's Drive-In, Elk Horn, Ky., is now operated by Vernon Trackett, and the Skyline, Verda, Ky., by Pericles Mavinibis. . . . Ethel Miles has closed the Hudson, Columbus, O. . . . The formation of the Theatre Owners of Kentucky association, which will make an effort to counteract the federal daylight savings time law, strengthens the hand of the Independent Theatre Owners of Ohio which is already at work to enact into law Eastern Standard Times as the official time for the entire state. Because the Tri-State area has long twilights during summer months, theatres, especially drive-ins, suffer financial loss wherever daylight savings time is in effect.

COLUMBUS, O.

"Harper" sailed into a fourth week at RKO Palace and a second week was scheduled for "Cast a Giant Shadow" at Loew's Ohio. . . . Charles Sugarman will hold a sneak preview of "The Russians Are Coming The Russians Are Coming" June 17 at Cinema East. . . .

Manager Robert McKinley, Northland Cinema, was host at an afternoon fashion show by Northland Shopping Center. . . . Mrs. Ethel Miles announced a strong lineup of summertime attractions at the Miles auto theatres, including "Those Magnificent Men in Their Flying Machines," "Duel At Diablo," "My Fair Lady," "The Great Race," "Bambi," "Those Calloways," "Frankie and Johnny," and "Boy, Did I Get a Wrong Number." . . . Carrie Nye, who has a role in "The Group," has been added to the cast of "Private Lives" in the Kenley Players' production at Veterans Memorial the week of June 21. . . . Walls of the General Cinema 1200-seat theatre near Town and Country shopping center have been erected.

DALLAS

A course in motion picture art will be available to students at Southern Methodist University this fall. The addition of eight film courses to the curriculum for 1966-67 term will make it possible for students to major in motion picture art while working toward the bachelor of fine arts degree in the university's school of the arts. . . . "The Sound of Music," in its 63rd week at the Inwood, has started special summer matinees daily at 2 p.m. according to manager Bill Risener. . . . With the closing of schools for the summer term, a number of Interstate Theatres announced special hours. . . . James Stalder, manager, Circle, will open seven days weekly. Normally, the Circle is only open on Friday, Saturday, and Sunday. The Circle will open at 7 p.m. weekdays and earlier on Saturday and Sunday throughout the summer vacation period. . . . Alfred Flores has joined the staff of Diamond International as a booker. . . . Clay Martin, executive producer, Motion Picture Enterprises of Dallas, has gone to California to scout film locations for his next picture. . . . Robert Radnitz, producer, Universal's "And Now Miguel," was a visitor in Dallas en route from the world premiere of the film at Albuquerque, N. M. The film is scheduled for a multiple opening on June 23. . . . Producer-director Mark Robson is scheduled to pay a visit to Dallas to promote his latest film, "The Lost Command." . . . Don Meredith, Dallas Cowboys football team, will have a part in the "Green Berets" film to be made by John Wayne, which has some Dallas backing. . . . Walt Disney was in town for a brief visit at Dallas' NorthPark Shopping Center. . . . In connection with "Nevada Smith," a contest starts here with a first prize of a free Las Vegas week-end for two at the Flamingo Hotel.

DENVER

Ralph Batschelet, manager, downtown Denver, came up with something different in the line of exploitation. For an attention getter to advertise "The Rare Breed," he kept a real, live champion bull in the lobby all during the engagement. . . . The theatre at Tulluride, Colo., the Nugget, has been opened for the summer by Betty Ruth Duncan. . . . Bob Spahn, United Enterprises, has undergone surgery at St. Joseph's Hospital here. . . . New Simplex G T P Theft-Proof in-a-car speakers have recently been installed in Colorado Spring at the Eighth Street Drive-In; Chief Drive-In, Pueblo; and Mesa Drive-In, Grand Junction, Colo., by National Theatre Supply. . . . Mrs. Vera Cockrill, owner, Denham here and Wadsworth Drive-In, suburban Arvada, has just opened the new Havana Drive-In in the southeast section of the Denver area. A full page ad in the Denver Post announced the opening. . . . Ron Schaffer and John Hubert are the new owners of the Bison Drive-In,



Slim Pickens and Robert Lansing, stars of Embassy's "An Eye For An Eye," are seen at the Albuquerque, N.M., airport recently as they arrived for the premiere of the film at the Sunshine Theatre, a benefit for the Casa Linda School for Handicapped Children.

McCook, Nebr. Carlin Smith, Cheyenne, Wyo., was the former owner. . . . The Civic, Hay Springs, Nebr., is being closed. Owner Eldon Eaton is moving to Huron, S.D. . . . Returned to Denver from Los Angeles is Bill Hobson, former Denver branch manager of RKO and recently with Warners. Hobson will handle the distribution of Crest and Magna Pictures in this area.

DES MOINES

Clinton Smestad has been named as district supervisor for Central States Theatre Corp. of Iowa and Nebraska and will supervise operations in about 25 houses in the circuit's eastern and southern division. He succeeds Jerome Greenebaum who resigned recently to take a post on the west coast. Smestad has been with Central States for 15 years. . . . A Waterloo, Iowa, theatre manager has decided to get into politics and announced he will run for state representative on the Republican ticket. He is Don Bowin, manager, Waterloo, Waterloo. . . . Cy Thompson has sold the Mills, Lake Mills, Ia., to Mr. and Mrs. Royden Martinson, also of Lake Mills. . . . Don Yoerger and Chuck Huston, Le Marks, have reopened the Rock Valley and purchased the theatre at Centerville, S.D., from Walt Weaverstad.

HOUSTON

Tom Toner, an actor with the Alley Theatre, is in Spain for 10 weeks to film a Joseph E. Levine movie, "The Cape of the Golden Bulls." He will return to Houston and to the Alley Theatre when filming is completed. . . . Julie Parrish, who has appeared in a number of Jerry Lewis films, arrived here on a promotional visit on behalf of "Fireball 500," which had a multiple opening here on June 9. . . . Jack J. Valenti, newly elected president, Motion Picture Association, and former special assistant to President Johnson, returned to his home town as guest of honor at the gala opening of Warner Bros. "A Big Hand for the Little Lady," the first world premiere he has attended since assuming his post. The premiere showing was held at Meyerland Cinema I. . . . The east side of the King Center D-I staged a five unit horror Dusk to Dawn show. . . . The Alabama has instituted a new summer policy for "The Sound of Music" with a daily matinee every day at 2 p.m. . . . Terry Blackmon was the winner of the Houston Post contest of a free trip to Miami Beach where she attended the world premiere of "Around the World Under the Sea." During her stay she met Brian Kelly, Flipper, Lloyd Bridges, and Marshall Thompson and took part in the premiere parade. . . . Joanne Woodward, one of

the stars of "A Big Hand for the Little Lady," received a deputy sheriff badge from Buster Hern's deputy prior to the start of the premiere showing of the film here. . . . A School's-Out Dusk to Dawn show was held at the Shepherd and South Main D-I's. . . . A spokesman for 20th Century-Fox has said that a series of rainy days in Formosa has delayed the arrival of Robert Wise's "The Sand Pebbles" company in Houston. The company, including Steve McQueen, were due here in April, but the rain has delayed the shooting schedule. Their new arrival date is now late July. They will be here to film scenes of the U. S. S. Texas.

JACKSONVILLE

Col. John L. Crovo, who retired from exhibition several years ago, has been reelected to his 12th annual term as president of the local Motion Picture Council. Colonel Crovo's participation in motion picture exhibition dates from 1912 when he left a legitimate theatre in Louisville, Ky., to become a motion picture theatre manager. He has been affiliated with the Motion Picture Council in this city for more than 40 years. It is one of the city's oldest civic groups and it has long had an important liaison function between the industry and the public. Other new officers of the council are Mrs. A. V. Sangster and Mrs. E. S. Sutton, vice-presidents; Mrs. Magdalene Dalloz, recording secretary; Miss Rose Shepherd, corresponding secretary; and Mrs. Marie Bristo, treasurer. . . . Eddie Waller, who operates the local Oceanway Drive-In, has closed his second operation, the Candler Drive-In, Netter, Ga. . . . Kitty Dowell, MGM, has resigned from the presidency of the local WOMPI group in order to devote her off-duty hours to her daughter Julia who underwent surgery at the Shriner's Hospital for Crippled Children at Greenville, S. C. Julia is expected to be a bed patient at home for at least six months. Edwina Ray, Florida State Theatres, has agreed to serve as interim president of WOMPI for the next few weeks. Mrs. John (Mary) Hart, also of Florida State Theatres, soon will be seated as the elected president for an annual term. . . . Another one in a long series of WOMPI's successful rummage sales was held at the auditorium of the Brentwood Federal Housing Project. . . . Luke Halpin, who won fame as the child star of the first "Flipper" motion picture and who has also starred in the "Flipper" television series, is now a friendly young man doing a tour of duty in the Florida Air National Guard at the local Imeson Airport. Luke is looking forward to future roles in motion pictures and television.

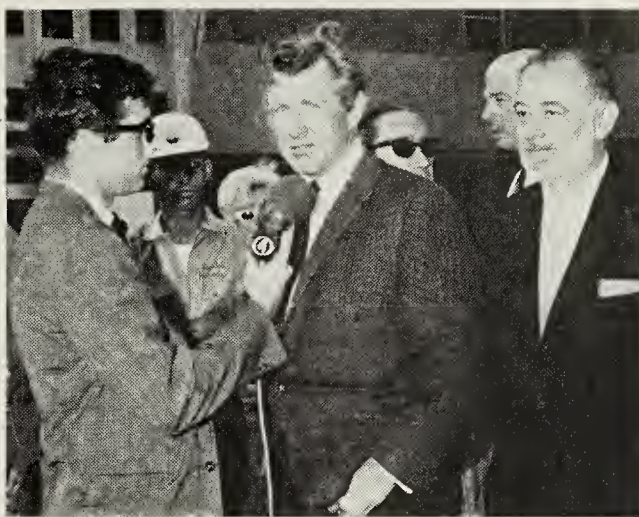
MIAMI, FLA.

"Dear John" has opened at Wometco's art houses in greater Miami for an indefinite run. . . . Florida State Theatres, the Miami News, and Royal Crown Bottling Company have joined again this year to bring the Summer-time Fun Show series to the youngsters during the three school vacation months. Thirteen Wednesday morning programs have been set to begin the first week in June. Matinees are being held at the Suniland, Coral, Gables, Paramount, Boulevard, Shores, and Sheridan, all in greater Miami. The shows are conducted under adult supervision and consist of games, prizes, color cartoons, comedy shorts, and a specially selected double feature. The Miami News supports these Wednesdays shows through their Sunday Color Comics, a full page coloring contest in the Sunday Tabloid, and special discount coupons in the Monday and Tuesday papers, coupons good for a 20 cent discount on each ticket. Children are also admitted free

for six RC Cola caps. This is the 10th year for the Summertime Fun Show. Florida State Theatres in Hollywood, Ft. Lauderdale, and Lake Worth and West Palm Beach run similar shows, also with cooperation of their local newspapers. . . . Jackie Gleason, although a relative newcomer to the Miami area, helped the area's United Fund-Red Cross campaign to aid American soldiers in Viet Nam by offering to pay the deficit, as well as matching out of his own pocket any amount Dade County residents would raise in a five day period. Gleason's generous offer inspired Miamians with the result that the \$60,000 goal was surpassed. . . . Wometco Enterprises, Inc., reported that it had finalized the purchase of the Blue Circle Companies, a chain of walk-in, drive-in diners currently operating in Knoxville, east Tennessee, and north Alabama. . . . Frequent Miami visitor Gene Levitt, television producer, announced here that he will produce a film at the North Miami studio of Ivan Tors entitled "How To Steal A Submarine," with additional filming in the Caribbean area, next January. . . . Producer Joseph E. Levine was in the area to prepare for the world premiere of "Nevada Smith" at the Florida, 170th St., Riveria, Lincoln, Concord, and Palms and Golden Glades drive-ins.

MEMPHIS

Whitehaven, prosperous and beautiful suburb of this city, will have its first movie house in September. It is to cost around \$200,000 and will seat 1200 patrons. General Cinema Corporation, which also owns the Plaza, Memphis, plus 35 drive-in operations and 65 shopping center theatres, is building the swank house. . . . The Messick Parent Teacher Association adopted a resolution opposing the showing of films such as "Sexus" and pledged its support in fighting films and magazines considered obscene. The house showing the confiscated "Sexus," along with "Stripping Wives," is in the general vicinity of Messick School. The representative of the White Station Optimist Club (an organization that voted unanimously to oppose showing of obscene films and to "join in responsible action to eliminate this abuse") stated: "Several of our members viewed the two confiscated films. We feel that such films are a detriment to the youth of the community." . . . "The Ghost and Mr. Chicken," playing at the Malco, was selected by the Better Films Council as the Best-Family-Movie-of-the-Month. "The Greatest Story Ever Told" was selected at the Best-Adult-Movie-of-the-Month, with "A Patch of Blue" and "A Man Could Get Killed" receiving strong support for the title. . . . Father Paul W. Clunan, St. Louis Catholic Church, asked his parishioners and others "to get involved" in the battle against obscene movies. The priest on a recent Sunday following the successful efforts by members of this church to halt the showing of a film, "Mondo Freudo," at the Strand, devoted his sermon to the support of worthwhile movies. Owners of the Strand, Robert Moscow, Atlanta, and Arthur Barnett, New Orleans, recently were in Memphis planning a court fight against a temporary injunction barring the showing of "Mondo Freudo" at the Strand. The two have operated the Strand since last December. . . . Miss Josephine Allensworth will be installed as president of the Better Films Council at a special meeting and reception on June 28 at Trinity Methodist Fellowship Hall. Other officers are Mrs. James Fay Hall, first vice-president; Miss Lelia Parham, second vice-president; Mrs. George Westerfield, third vice-president; Mrs. Cleve Reid, fourth vice-president; Mrs. E. O. Schwamm, recording secre-



A representative of WTVJ-TV is seen interviewing star Lloyd Bridges as he arrived in Miami, Fla., for the recent world premiere of MGM's "Around The World Under The Sea" at Wometco's Carib. Producer Ivan Tors is at Bridges' left.

tary; Mrs. Walter Davis, corresponding secretary; and Miss Jennie Allensworth, treasurer. The Council reports 1,262 members, a national record. Mrs. Tom Spalding, MPE correspondent, gave a report on current and future movies for Memphis at the May meeting of the Council. . . . Paramount (where "The Sound of Music" is in its second year) will have special Saturday morning Popeye Prize Parties. The house and Eastgate Merchants' Association are cooperating in the promotion, with all merchants in the suburban shopping center giving admission coupons. . . . Wayland Lillard, Paramount exchange manager, and Mrs. Lillard were honored with a dinner-dance by the Variety Club. Lillard has been transferred to Charlotte. . . . Paul Thornbough is the new owner, Shannon, Partageville, Mo. . . . State, Starkville, Miss. home of Mississippi State University, closed at the end of the college spring term, and will reopen at the beginning of the fall term.

NEW HAVEN-HARTFORD

Exploitation men in Hartford included Bernie Youngstein, UA's "Khartoum," Lockwood & Gordon Cinerama, and Norman Pader, MGM's "Doctor Zhivago," Stanley Warner Strand. . . . After six months as house manager of the Art Theatre Corporation's first-run Webster, Hartford, Lou Cohen is stepping down to become assistant manager. Gabe Valente, who had been Cohen's assistant, assumes house managership. Cohen retired a year ago as manager of Loew's Palace, Hartford, after a five decade exhibition management span, primarily with Loew's Theatres in Connecticut. . . . Bruno Weingarten, E. M. Loew's Norwich-New London Drive-In, Montville, hosted a benefit screening of Paramount's "Breakfast at Tiffany's" and "Don't Give Up the Ship," the evening's proceeds going to the Montville Fire Company's Ambulance Fund. Adults were charged \$1.25 admission. . . . Colonel Samuel Goldstein, Western Massachusetts Theatres, Inc., president, has signed a purchase agreement to acquire the former Massasoit Building, 1676-1708 Main Street, Springfield, housing the long-shuttered 2737-seat Paramount Theatre, from the Horce M. Moses Realty Company, for an undisclosed sum. . . . The New Haven Teachers' League sponsored benefit showings of Universal's "Blindfold" at the Bailey Westville and Whitney Theatres. . . . The Springfield, Mass., chapter of the National Women's Committee of Brandeis University, sponsored a benefit showing of Prominent Films' "The Shop on Main Street" at Cinema X in Springfield. . . . The independent Nutmeg Theatre Circuit, in which Leonard E. Sampson, Robert Spodick,

and Norman Bialek are partners, is readying early start of construction on a 900-seat motion picture theatre on the Isaac Street Plaza, downstate Norwalk. Adjacent parking will accommodate 500 cars.

NEW ORLEANS

United Theatres donated the use of 10 of their theatres for the showing of the educational film, "Time and Two Women" in connection with the state-wide Cervical Cancer Campaign. The free presentations were held with volunteer doctors on hand to answer questions from the audiences. Other area theatres also generously opened their houses for the worthwhile cause. . . . Co-chairmen C. Clare Woods, president, United Theatres, and Harry Thomas, home office executive of Gulf States Theatres, McComb, Miss., have completed a program of events for the three-day third annual joint convention of Louisiana Association of Theatre Owners and Mississippi Theatre Owners slated to be held at the Broadwater Beach Hotel, Biloxi, Miss., starting June 19. The annual golf tournament, gin

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rummy tournament, and two Bingo matinees will be held. . . . A group of WOMPI attended the nuptial ceremonies of Carol Gene Barnette and Kenneth Boudreau at St. Charles Avenue Baptists Church. The bride's parents are WOMPI Gene Barnette, Delta Theatres executive secretary, and Jim Barnette. . . . Joseph Emerson, vice president, Magna Pictures Distributing Corporation, was in conferring with George Pabst, co-head, Blue Ribbon Pictures, Inc. . . . The Ritz, Bogalusa, La., was relighted after being on the inactive list for many months. . . . Sympathy to WOMPI Mrs. Anna Sinopoli, Universal Pictures, on the death of her husband, Vincent. . . . Mrs. Connie Aufdemorte, Don Kay Film Enterprises, was installed as president of the Ladies of Variety, Tent 45.

PHILADELPHIA

Al Frank's new Atlantic Drive-In, Pleasantville, N.J., will open on June 29. The 1400-car spot is located adjacent to its former location on the Black Horse Pike Circle. It has a 125 by 50 foot screen. . . . His many friends welcomed back Jack Vandevere, Triangle Studios, who returned after undergoing a series of hospital tests. . . . Benny (American Film) Harris was well on his way in leading the race in acquiring a deep summer tan. . . . Bill Kanefsky, manager, SW Stanton, issued fake affidavits pledging patrons to secrecy in connection with the poker hand outcome of Warner's "A Big Hand For The Little Lady." . . . Jack Goldman, Steel Pier, Atlantic City, N.J., got the big shore amusement enterprise, off to a fast start. That cat show staged in the Music Hall was really something. The line-up of summer stage attractions this season promises to set new attendance records. . . . John Huston was due in to herald 20th Century-Fox's "The Bible." And George Peppard is due in ahead of 20th-Fox's "The Blue Max," due for a roadshow engagement at the Goldman.

ST. LOUIS

Arthur Enterprises and 20th Century-Fox marked the first anniversary of "The Sound Of Music" at the St. Louis Theatre by hosting 2,000 underprivileged children and their

escorts at a special matinee. Arrangements were made with the Volunteer Service Bureau of the Health and Welfare Council of St. Louis. All theatre employees donated their time for the matinee. . . . Publicist Al Elewitz was in covering Universal's "Blindfold," Fox. . . . Edward B. Arthur was recently on KMOX Radio "At Your Service" speaking on the changing of the star system in the industry. . . . Senator Edward V. Long, a MITO director and theatre owner, underwent minor surgery in Walter Reed Army Hospital and is reported doing well. . . . Work is progressing on the two theatres being built by General Cinema Corporation. The one in South County Shopping Center; and the other in Northland Shopping Center. . . . Producer-director Fielder Cook was in ahead of Warner's "A Big Hand For The Little Lady," Mid-America's Crestwood. . . . Louis Jablonow, president, Mid America Theatres, won a couple of golf tournaments recently. . . . Richard Fitzmaurice, former manager, Mid-America's Holiday Drive-in, has been promoted to district manager of the Holiday Drive-In, Thunderbird Drive-In and the Plaza Drive-In. He is also the assistant booker of the whole circuit of Mid-America Theatres. . . . Mid-America Theatres East Side Drive-Ins held a meeting to make plans for the contest which will include promotion of theatres and concessions. . . . Mid-America's Brentwood, recently remodeled and renovated, continues to set records with United Artists' "A Thousand Clowns," now in its ninth week.

SALT LAKE CITY

The closed circuit telecast of the Indianapolis 500 race was held successfully at the Valley Music Hall. . . . Warner's "Battle Of The Bulge" in Cinerama will be followed by "Khartoum" at the Villa, Richard Frisbee, manager. . . . 20th-Fox's "The Sound Of Music" is in its second year at the Utah. . . . The Lyric gave a free morning children's show tied in with Valley Food Products with a carton as admission. . . . Ted Kirkmeyer, city manager, Fox Intermountain Theatres, was elected president of the of the Mountain States Theatres Association. Richard Morris and Ellis Everill were named vice presidents; and Chet Price, of Intermountain Theatres, was named secretary-treasurer.

SAN ANTONIO

In conjunction with the showing of "Born Free," now in its second week at the Josephine, youngsters are being given the opportunity to win a giant stuffed toy lion and passes to see a forthcoming attraction at the Josephine. . . . Ted Waggoner, manager of Cinema I and II, North Star Mall, was his own master of ceremonies for "A Full House of Fashions," a style show held on a specially constructed runway in front of the giant screen of Cinema I on Thursday, the opening day for the showing of "A Big Hand For The Little Lady." Styles were from Margo's Vogue and were modeled by Ben Shaw models. Shaw was commentator for the style show. Prior to the style show, Bill Austin gave a 15 minute concert on the Baldwin theatre type electric organ which brought back many memories for those attending the Cinema I. . . . Captain John Anthis, son of Vivian Scoggins, secretary to Tom Powers, city manager of Cinema Art Theatres, is scheduled to return to a new assignment from his post in Germany. He has been appointed company commander of the 66th Engineer Co. at Ft. Bragg, N. C., and is to report by the end of June. . . . The Woodlawn, operated by Cinema Arts Theatres, has been redecorated for the local premiere showing of "Doctor Zhivago." The opening night was sponsored by KONO Radio and KITY-FM as a benefit for Witte Museum. . . . The San Antonio Little Theatre will stage their version of "The Sound of Music" beginning June 30 for four nights weekly until July 23 at the Sunken Garden Theatre in Brackenridge Park. Theatre goers may see the screen version in its record breaking 62nd week at Cinema II. It is the longest playing film in the records of the city. . . . Delbert and Imogene Edmiston have opened the Eagle D-I at Eldorado, Tex., for the summer season. Equipment and ramps were repaired prior to the opening. . . . Mr. and Mrs. Richard Britt have reopened the Comfort, Comfort, Tex., which had been closed for a year. They purchased the Comfort from Henry Zimmerman. The Britts remodeled the Comfort prior to opening it.

SEATTLE

Six new film bills opened in Seattle theatres, supplementing the current showings of long-run quality attractions: "Stop the World—I Want to Get Off" opened at the Blue Mouse; "Cast a Giant Shadow" went into the Town Theatre; a musical twin-bill opened a run at the Orpheum, "Frankie and Johnny" and a re-showing of "Bye-Bye Birdie"; "Born Free" opened at the Coliseum. Multiple openings included "The Last of the Secret Agents" at the Aurora and Midway and at the Burien and Guild 45th, and "A Man Could Get Killed" at the Sno-King and Duwamish drive-ins and at the Roxy and Broadway. . . . Popular holdover attractions at local houses include "Russian Adventure" at the Martin Cinerama, with three more weeks to go; "The Sound of Music, continuing its sensational run at the Fifth Avenue; "Dr. Zhivago" at the Music Box; "A Thousand Clowns" at the Uptown; "Agony and Ecstasy" at the Paramount; and "The Tokyo Olympiad" at the Varsity in the U-District. . . . Hannah Trager, cashier at Paramount, has been transferred to the Washington, D.C., office. Her spot is being taken by Marianne Pantano. . . . A return showing of the German documentary, "Galapagos," has been booked for the month of June at the Pacific Science Center. . . . The return engagement of the reissued "The Ten Commandments" will open at the Broadway, Guild 45th, and suburban Duwamish, Aurora, Burien, and Roxy.

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PHYSICAL THEATRE ● EXTRA PROFITS



COVER PHOTO • New Stanley Warner addition is the McKinley Theatre, recently opened in the Plaza Shopping Center, Canton, Ohio.

Volume 21

Number 6

June 15, 1966

A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.



crowd pleaser

That's Dr Pepper — the only leading soft drink with no flavor rival. Not a cola, not a root beer, Dr Pepper is a blend of deep fruit flavors that has won the West and has now swept nationwide. At snack bars and vending machines in theatre lobbies from coast to coast, the theatre crowd has endorsed the distinctively different flavor of Dr Pepper as their favorite light 'n lively taste. Continuing sales increases prove it. And this year, Dr Pepper syrup sales are at an all-time high.

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Dr Pepper Company, Dallas, Texas, 1966

Industry Indifference Goes On

IF ANYONE WANTS A SELLING POINT in the argument for better projection and sound standards, they are welcome to use the following story. The writer and his family recently visited a modern, shopping center theatre not more than two years old. It was a "showy" theatre, with deluxe appointments in every department. If the writer was rating the operation, he would have lavished praise on the beautiful condition of the theatre right up until showtime, when he settled in an upholstered, reclining seat. Then the show got underway.

We waited expectantly until the projectionist got the picture into perfect focus, which served to clarify the writer's suspicions that the print was badly scratched. Two white, vertical stripes danced gleefully in the left center of the huge screen and reappeared, at frequent intervals, throughout the first feature. To compound the felony, the excellent sound track on the film was amplified to ridiculously high volumes.

The "technical problems" clearly consisted of a couple of knobs turned to the wrong setting and a stuck roller, burr, or dirty gate. This was an early run theatre and the print couldn't have been too old. But regardless of whose machine had ruined the print, this theatre was showing it to a packed house that had paid a pretty fancy admission price. Moreover, it became painfully clear as other patrons began to criticize the picture on the screen that the efforts of a small army of artists and technicians to produce a superior entertainment experience had been dealt a serious blow by one or two careless operators.

Theatre men will probably sympathize with the operator "stuck" with this bad print, so will projectionists. The film company involved would probably counter with the old argument that exhibitors have themselves to blame when relatively new prints are damaged.

This also marks the traditional stalemate reached when a cooperative effort between film companies and exhibitors aimed at bettering the condition of release prints is discussed. What is still needed is an industry-wide code of standards and a means to make them stick.

The American Standards Association has, on record, rather complete specifications and standards for film and projection equipment. Most of these have been drafted by the members of the Society of Motion Picture and Television Engineers. Both the ASA and the SMPTE concur, as noted in the March '66 issue of the SMPTE Journal, that, "inasmuch as compliance with American Standards is purely voluntary, these will only become truly effective if very broad publicity is given to their existence."

Among recent standards approved by the ASA are specifications for leaders and cue marks for 35mm release prints, dimensions for 35mm motion picture film, and dimensions for projection reels for combination 70/35mm projectors.

Exactly when and how these standards will be made known to theatre men and projectionists is of vital concern to everyone in the industry. The logical candidates for the job of keeping exhibitors abreast of technical matters are the technical committees of our industry associations. The means of communicating this information exists in the form of a sizeable trade press. How to enforce compliance with standards that will ultimately benefit all is another matter. Technical advancement depends on the widespread adoption of standard equipment and practices. Lacking standard references and specifications, the individual responsible for the theatrical exhibition of films cannot hope to do justice to the variety of sound film produced today.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of **MOTION PICTURE EXHIBITOR**, published once a month by Jay Emanuel Publications, Inc., 317 N. Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Al de Prospero, editor



SHORT FOCAL LENGTHS!

See Kollmorgen for 1¾" and below

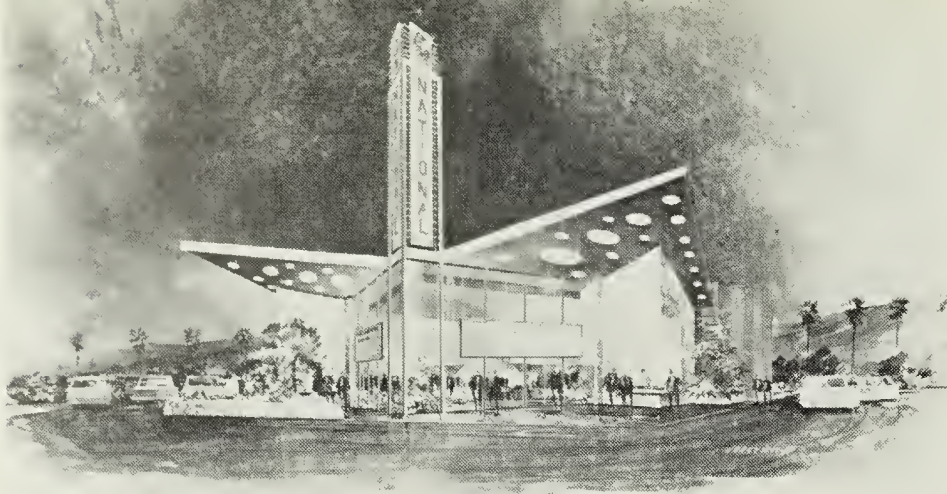
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Valley Circle Theatre—to soar on concrete wings

What does a real pace-setting theatre circuit look for in its new theatres? Is the emphasis on quality projection, design or furnishings? We asked for the opinions of two of National General Corp.'s key men in the current NGC expansion program, president Eugene V. Klein, and director of construction J. Walter Bantau. Their thoughts appear in the article beginning below.

PRODUCING SHOWCASE THEATRES A NATIONAL GENERAL SPECIALTY

By Eugene V. Klein
Chairman and President
National General Corp.

When National General Corporation, through its subsidiary companies, conceived the long-range plan for nationwide expansion of our theatre operations, our primary goal was, and remains, that of building motion picture showcases which would provide the American public with the most comfortable, convenient and safe theatres in the country. Our aim was not simply to keep abreast of our competitors' activities, but rather to research and develop entertainment centers that would serve in superior fashion for years to come. As such, the National General family takes pride in the opening of three new theatres this month—Fox Eastgate in Carbondale, Illinois, Fox Skyline in San Bruno, California and Fox Town and Country in San Jose, California. In the months and years ahead, these aims and goals will continue to become realities.

■ Under president Eugene V. Klein's expansion program, National General has some 14 theatres in various stages of construction at the present time. Work has begun or is in the final planning stages for the Fox Valley Circle Theatre, San Diego; Fox Century 21 Theatre, Denver; Fox Chris-Town Theatre, Phoenix; Fox Crest Theatre, Tucson; Fox Skyline Theatre, San Bruno, Calif.; Fox Town & Country Theatre, San Jose, Calif.; Fox Westroads Theatre, Omaha; Fox Spartan Twin Theatres, Lansing, Mich.; Fox Village Theatre, Ann Arbor, Mich.; Fox Eastgate Theatre, Carbondale, Ill.; Fox Hillcrest Theatre, San Raphael, Calif.; Fox Fremont Theatre, Fremont, Calif.; Fox Country Fair Theatre, Champaign, Ill., and Fox Kettering Theatre, Dayton, Ohio.

Since the program's inception a year ago, National General and its subsidiaries, Fox West Coast Theatres (and its divisions Fox Inter-Mountain Theatres and Fox Midwest Theatres) and Fox Eastern Theatres, have acquired, broken ground for, and have in various construction stages, 32 theatres from coast to coast.

The man responsible for carrying out the circuit's building program is J. Walter Bantau, director of construction and

purchasing. We contacted National General (which, incidentally, has done an outstanding publicity job on its widespread construction program and is probably responsible, to a large degree, for the optimistic impressions created of late by exhibition) to sound out Mr. Bantau on the standards set for the new theatres. Our readers will find, in the following remarks by Mr. Bantau, evidence of an all-out effort by the circuit to provide new motion picture theatre facilities combining the best in projection instrumentation with dramatic design and solid patron comforts.

"Standards of screen lighting in all theatres operated by National General Corp.'s Fox West Coast and Fox Eastern Theatres Corp. subsidiaries are equal to and in most cases better than those required by the Society of Motion Picture and Television Engineers.

"In all theatres currently being constructed under the company's nationwide expansion program, systems are being installed that may be quickly and inexpensively converted to six-track sound for 70 mm productions.

"Depending on the stability of local power supplies, either motor generator sets or rectifiers are used for projector lamp supply. The size and type of projection lamps depend basically on the screen size and process most frequently used.

"We are now testing a Xenon lamp installation and expect to evaluate the data in the near future.

"In all new theatres, such as the Fox Century 21 in Denver, Colorado, Fox Town and Country in San Jose, California, Fox Eastgate in Carbondale, Illinois and Fox Skyline in San Bruno, California, the most modern emergency lighting systems are being installed in compliance with the various local safety codes.

"Our own design criteria is applied to installations of air conditioning, heating and ventilating systems. These are usually far above the minimum standards set by the American Society of Air Conditioning and Ventilating Engineers' Guide. In some instances, we have felt that their standards were inadequate and have, therefore, exceeded them.

"It is usually our practice to zone the lobby separately from the auditorium, for maximum comfort and economy. In view of the new, larger concession counters, and increased size of the equipment necessary in the concession storage area, coupled with increased lighting in all our deluxe, modern new theatres, we give special consideration to heating and ventilating requirements in these sections of the theatre.

"Increased spacing between seat rows is an added 'must'

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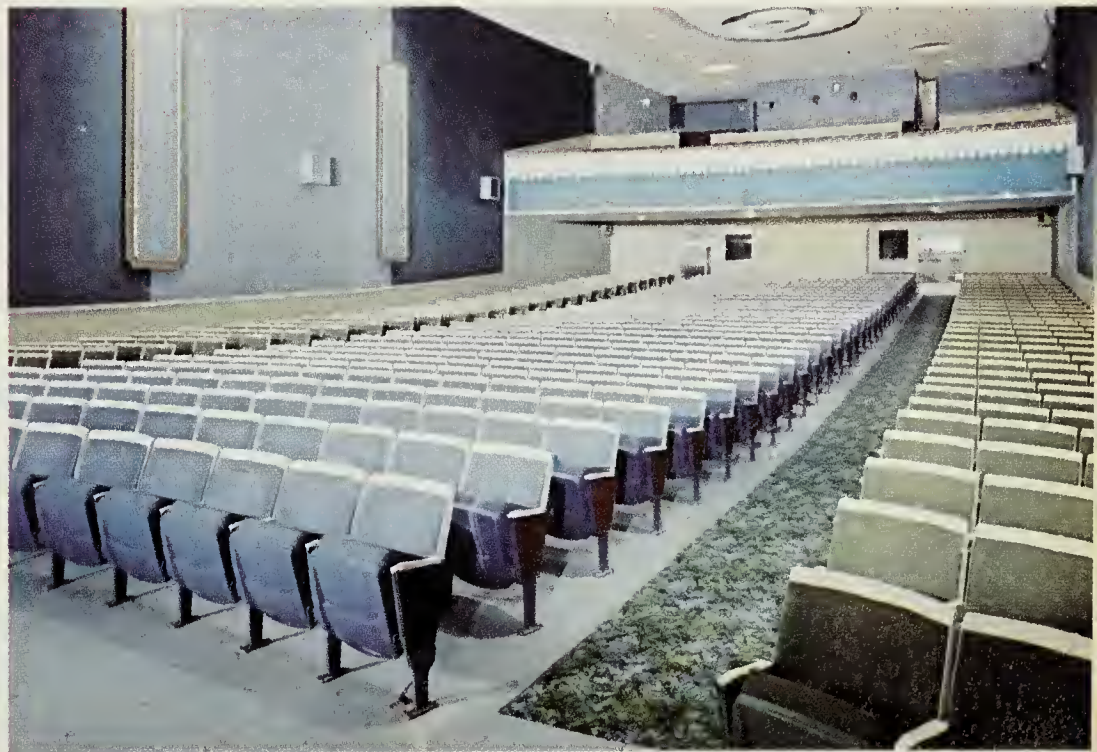
COOPER 70 THEATER, COLORADO SPRINGS, COLORADO



GATEWAY THEATER, STERLING TOWNSHIP, MICHIGAN



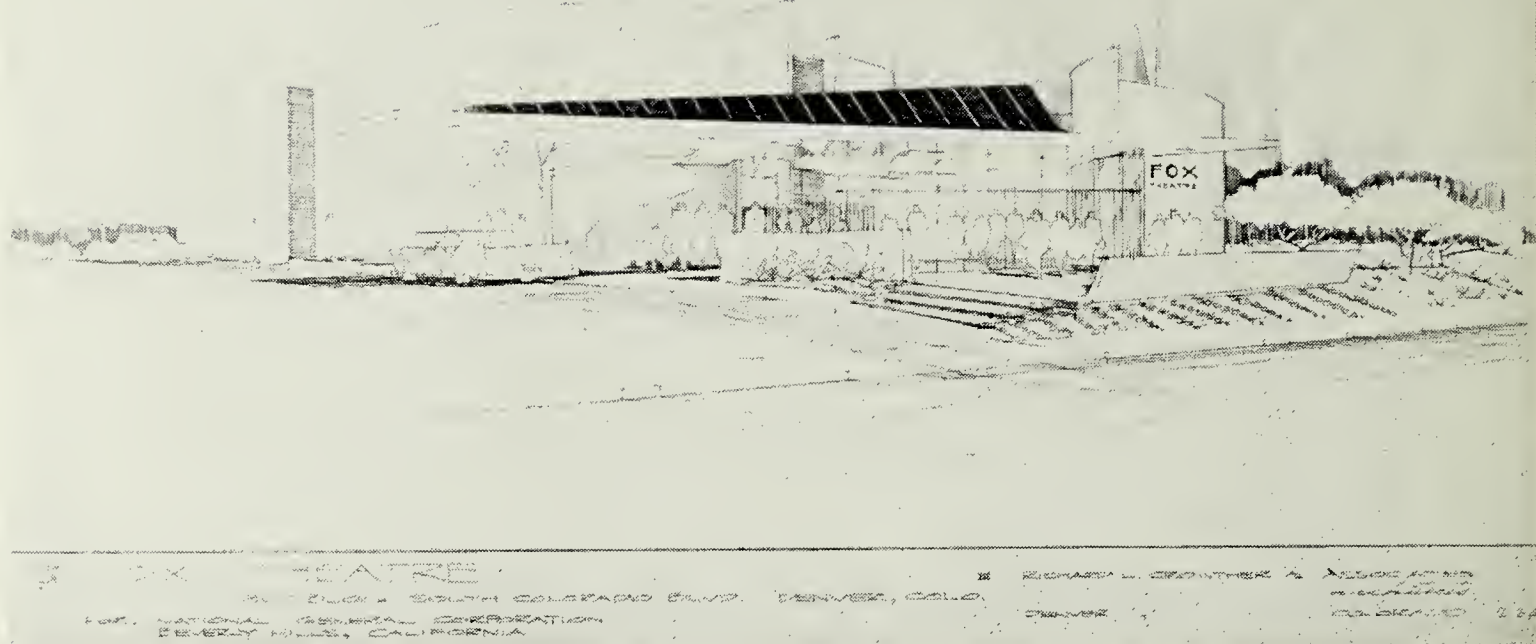
BOMAN TWIN THEATER, TULSA, OKLAHOMA



MADISON THEATER, COVINGTON, KENTUCKY

PRODUCING SHOWCASES

—continued



Design for Century 21 Theatre by Architects R. L. Crowther & Associates

for patron comfort in all our new showcases.

"We consider it advantageous to have the boxoffice large enough so that it can accommodate two or three cashiers, often necessary during peak hours. This extra space planning is particularly effective in houses booking roadshow, reserved-seat attractions. Additionally, placement of the boxoffice is geared to achieving the smoothest possible flow of traffic from the cashier into the theatre proper.

"Notwithstanding an interest in economy, our theatres are always planned to include aisle doors. We consider them another 'must' for patron comfort. Nothing is more distracting than lobby noises and the entrance and egress of people when one is watching a motion picture. This same rule applies to doors on powder rooms and mens' smoking lounges.

"The majority of our new theatres are being built in shopping centers. In this regard, every effort is made to plan the theatre with coordinated styling and compatible colors and materials that are in keeping with other center buildings."

Seen on these pages are three outstanding examples of new theatres to be completed by National General in 1966. Each of these exciting theatres is in the 1,000 seat class. The new Fox Valley Circle Theatre will soar skyward on wide, pre-stressed concrete wings, highlighting a 40-foot-high pylon, facing south on San Diego's Mission Valley Freeway. Designed by archi-

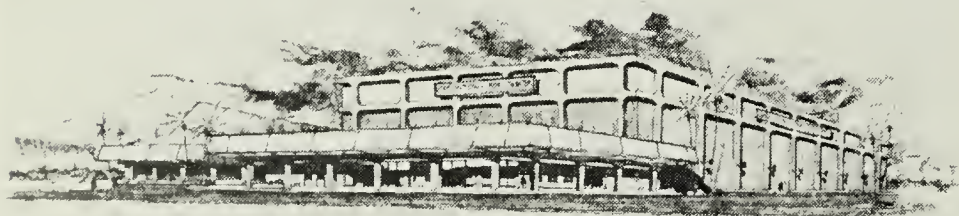
tects Harold W. Levitt and Associates for Fox West Coast Theatres, the entire front of the theatre will be steel and glass, leading to an entry and lobby of mission tile which breaks into quarry tile and vinyl, set in ultra-modern motifs. More than forty individual light discs will be built into the concrete wings, creating a dramatic setting for the surrounding tropical foliage. The Fox Valley Circle will seat 1,000 patrons and is scheduled to open in Oct. 1966.

Architects Richard L. Crowther & Associates of Denver, Colo., have received approval from Fox Inter-Mountain Theatres on their plans for one of the most spectacular motion picture showcases ever built in the U. S. Scheduled to open in Dec., 1966, the "Century 21" will have more than 100 ft. frontage on Denver's South Colorado Boulevard. Free-flowing exterior walls of off-white, precast aggregate, with a granular stonelike surface, will highlight a sweeping mansard section of gleaming copper.

Patrons will enter the theatre from a wide, parklike mall, through 20-foot-high glass panel doors into an ultra-modern foyer of quarry tile and walnut panelling. The lobby will feature two celestial ceiling fixtures with a total of more than 200 individual lights. The fixtures will be equipped with automatic air diffusers and stereophonic speakers for music from the current motion picture attraction or other recordings. "Century 21" will seat 1,100 patrons.

Ground has already been broken for the ultra-modern, cantilevered Fox Chris-Town Theatre in Phoenix. Designed by architects Friedman & Jo Busch Associates of Tucson, the Fox Chris-Town will become part of Fox West Coast Theatres. Style of the theatre was created to accentuate the contemporary motif of the Chris-Town Shopping Center, of which it will be an integral part.

Exterior of auditorium portion will be pre-cast concrete frames with brick curtain walls. This material will then be used in construction of the three-sided canopies extending over broad walking areas. A 40 ft high pylon and readerboard will be located in proximity to the street entrance of the theatre. The Fox Chris-Town is scheduled to open in Oct., 1966 and will seat 950 patrons.



Chris-Town Shopping Center Theatre designed by Friedman & Jo Busch Associates

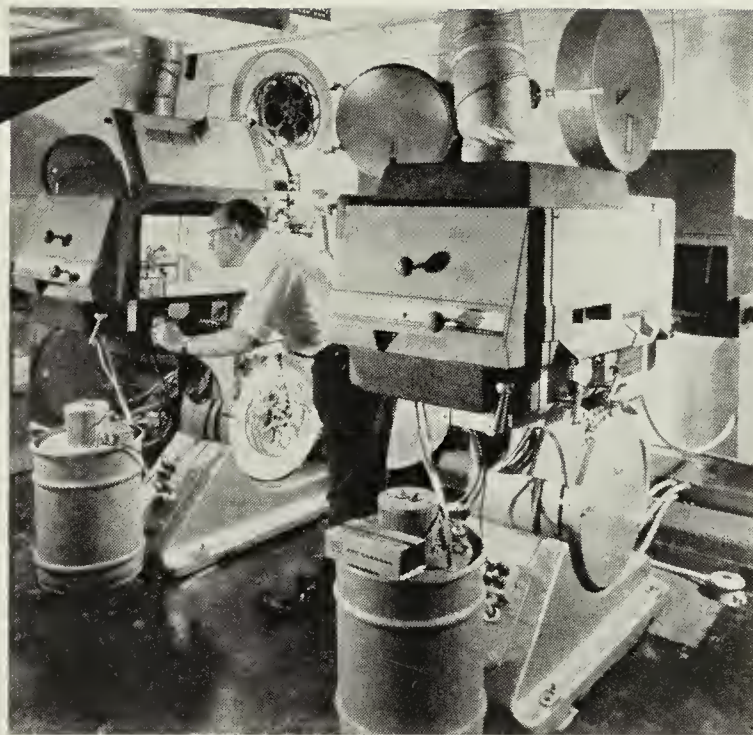
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NAC Board Meet Stresses Expansion

CHICAGO—Directors of the National Association of Concessionaires concluded two days of sessions in Chicago at the Sheraton-Blackstone Hotel here recently, with twenty-four of the association officers, directors and committee members in attendance, including newly elected director Leonard Pollack, Loew's Theatres, Inc., New York City.

High on the board's agenda was a discussion concerning expansion of the organization's member services. Plans were made for having a comprehensive questionnaire prepared and sent to the NAC membership to determine their recommendations for additional association services.

Because of increased interest by concessionaires and other refreshment operators in the area of volume feeding, a committee was also appointed, with Van Myers (Wometco Enterprises) and John J. Burlington, (Vendo Company) as chairman and co-chairman, respectively, to seek out all available information and data on this subject so that guidelines can be developed and established to assist NAC members concerned with this phase of the food service industry.

Another highlight of the meeting was a report that the organization has experienced a 20 per cent increase in membership since last May. These membership gains were reported by Augie J. Schmitt, Houston Popcorn Co., Houston, Texas, NAC past president and membership chairman, who outlined plans for stepping up the tempo of the organization's membership efforts.

Van Myers, general convention chairman, outlined for the board all of the arrangements that have been made for staging the organization's convention at the Americana Hotel, New York City, and predicted that

this year's event should establish a new high in attendance.

Bert Nathan, exhibit chairman and a past president of the association, reported that only six of the 141 available booths for the 1966 NATO-NAC-TESMA Trade Show remain to be occupied. He predicted a complete sell-out in the next few weeks, based upon the number of unsigned prospects. Details for the annual convention program in New York were discussed and a report by Leonard Pollack, NAC's convention program chairman, indicated that delegates attending the convention will be treated to an interesting and varied program. A projected session will utilize a working concession set-up, complete with refreshment counters, corn popping and beverage dispensing equipment together with stocks of candy and other concession merchandise. Knowledgeable speakers will explain the proper operating procedures for all equipment displayed, and discuss effective merchandising aids available to concessionaires.

Other program plans include a complete automatic merchandising equipment set-up; a session devoted to an analysis of the winning entries in the 1966 NAC C.I.M.Y. (Concession Idea Man of the Year) Award Contest; an outline of the type of special events theatres can use successfully during the showing of "hard ticket" films; and tours of a local industrial food facility, ball parks and possibly Lincoln Center, to afford visiting concessionaires the opportunity for a "look-see" at other concession operations in the New York area.

Harold F. Chesler, Theatre Candy Dist. Co., Salt Lake City, Utah, NAC director and regional meeting chairman, reported on suc-

cessful regional conferences which NAC conducted in Toronto, Canada and Denver. He also outlined plans for staging regionals in several other locations, among them the joint regional convention of NAC and Theatre Owners of Oregon, Washington, North Idaho and Alaska, July 19-20 at the Benjamin Franklin Hotel, Seattle. Washington: the NAC Northeastern Regional Conference being held in conjunction with the annual convention of the Theatres Owners of New England, August 29-31, at the Mt. Washington Hotel in Bretton Woods, N. H.; the NAC Canadian Regional Convention, in conjunction with the Motion Picture Theatres Association of Canada, November 7-10 at the Inn On The Park, Hotel, Toronto and one which is being planned for St. Louis, Missouri following the NAC Convention in New York City.

Chesler also announced that a speaker's bureau has been established by NAC, which regional meeting committees can utilize when setting up their program panelists.

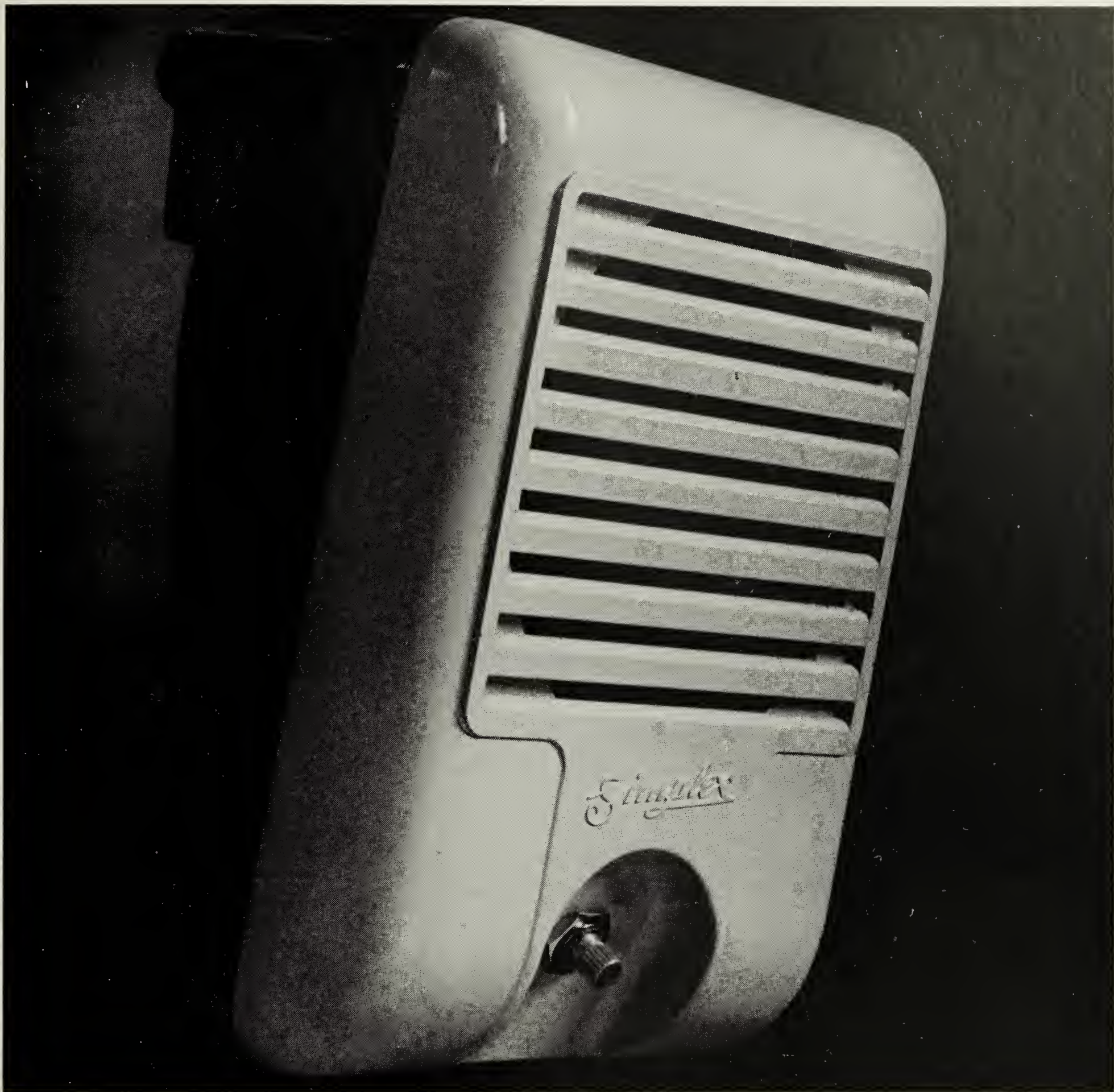
Julian Lefkowitz, L & L Concession Co., Detroit, Michigan, C.I.M.Y. contest chairman, reported that, to date, more than sixty refreshment concession operators and managers have entered the association-sponsored "Concession Idea Man of the Year" competition, with more coming in daily. He also reported that approximately 17,000 contest brochures have already been mailed from NAC offices in Chicago to all segments of the refreshment-concessions industry. Winner, to be judged by a committee soon to be named by NAC, is to receive an all-expense trip to the association's 1966 Convention in New York City, with several merit awards

(Continued on Page PE-22)



Officers and directors of the National Association of Concessionaires attending midyear NAC board meeting in Chicago are (Seated (L to R): J. J. Fitzgibbons, Jr., past president; Julian Lefkowitz, second vice-president; Van Myers, executive vice-president; Jack O'Brien, president; Charles L. Sweeney, Canadian regional vice-president; Andrew S. Berwick, Jr., treasurer; and Bert Nathan, past president and 1966 Exhibit Chairman. Standing (L to R): Harold F. Chesler, director-at-large and regional meeting chairman; John D. Reynolds, director,

supplier segment; Sydney Spiegel, director-at-large; Virgil Odell, regional vice-president; Irving A. Singer, director, supplier segment; J. C. Evans, director, equipment-manufacturer segment; Don. W. Mayborn, director, popcorn segment; Augie J. Schmitt, past president; Loyal Haight, director, concessionaire segment; Leonard Pollack, director, concessionaire segment; John J. Burlington, director-at-large; Ronald P. Krueger, regional vice-president and Louis L. Abramson, executive director.



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Good Managers In Demand

by Al de Prospero

AMONG ITS OTHER FUNCTIONS, a trade paper such as MOTION PICTURE EXHIBITOR serves as a clearing house for employment opportunities in the industry, particularly for managerial positions in theatres. Consequently, we are well aware of the current supply and demand situation in this area of the industry's labor market.

We have heard increasing complaints, backed by some of our own staff members, that there is an acute shortage of top flight resident managers. At one point, the motion picture industry had little trouble in attracting career-minded persons able to meet the qualifications for such positions. We would like to point out that on-the-job training experience starting on the lower echelons of theatre work was the common route for the aspiring manager.

For many reasons, the situation in this area is undergoing rapid changes. More circuits and small, independent theatre owners require managerial personnel with executive and administrative abilities that normally come with at least a business school or college background. Like every field, the motion picture industry is looking with increasing frequency to the nation's colleges and universities for fresh talent.

While we have nothing against the man with limited education, it is a fact of life today that the old route to positions of executive responsibility is generally blocked for even those persons holding college bachelor degrees. In many cases, we are sure this discrimination buries the talents of individuals who, given the chance, might develop into bright managerial prospects.

We do not know what the personnel officers of the large circuits use as criteria for predicting the success of a managerial applicant. Individual circuits and smaller operatives no doubt vary greatly in their screening techniques. But it would be safe to generalize that as progressive exhibition interests continue to adopt modern management methods, the standards sought in applicants will rise to higher levels.

The chief complaint is that there are not enough good men available to fill existing positions. More than one large circuit has initiated its own training program, hiring promising individuals as assistant managers in training who are being definitely groomed for house managers. In the case of a circuit expanding its holdings, it can shift its best managers into a new, key theatre and draw on a reservoir of pre-trained replacements capable of operating smaller theatres.

Independently of such circuit-operated schools and training programs, there is no formal or semi-professional course open to those seeking a career in theatre management. For one thing, this means there is no positive source of recruits with a minimum grounding in theatre operation open to the prospective employer. Ordinarily, informal on-the-job training must be supplied to new applicants. This apprenticeship type of approach is becoming a thing of the past in most industries.

Let's examine the facts involved. An 800 or 1,000 seat indoor theatre, particularly the large number of new shopping center theatres constructed over the past six or seven years, represents a minimum investment of several hundred thousand dollars. A deluxe shopping center theatre, costing from \$300,000 to the upward limit of about \$1 million dollars, has an annual revenue producing potential of over \$200,000, if its weekly gross is in the \$4,000 to \$5,000 bracket.

The resident manager is customarily charged with staff supervision; overseeing general maintenance and housekeeping; hiring and training cashiers, ushers, and, in many cases, concessionstand workers;

scheduling; local advertising; print traffic; public relations on the community level; bookkeeping; promotional activities for films and concession stand items; and possibly some responsibility for buying and booking of film. The conscientious manager puts in a six or often seven day week and may average far above the 40 hour week demanded of most business and industrial employees.

We undertook a comprehensive study of the working conditions, training, salary, etc., of the theatre manager several years ago. To briefly summarize our findings, we have a real problem to cope with where a manager is underpaid, overworked, and bears attitudes typical of an exploited class of employees. His standing and authority are frequently not commensurate with the responsibility he assumes, and a climate of suspicion and mistrust often characterizes his relations with supervisory personnel and/or the home office.

To make the point clear, we do not understand the dynamics operating when the manager of a structure costing hundreds of thousands of dollars with a high revenue producing potential is offered a salary corresponding to the more modest prevailing wage scales. Without belaboring the point, we would like to suggest that competitive service and amusement industries, including hotels, restaurants, airlines, bowling alleys, vending companies, etc., have been more realistic about their personnel problems and are currently in a position to attract the best men with designs on a career in this type of work.

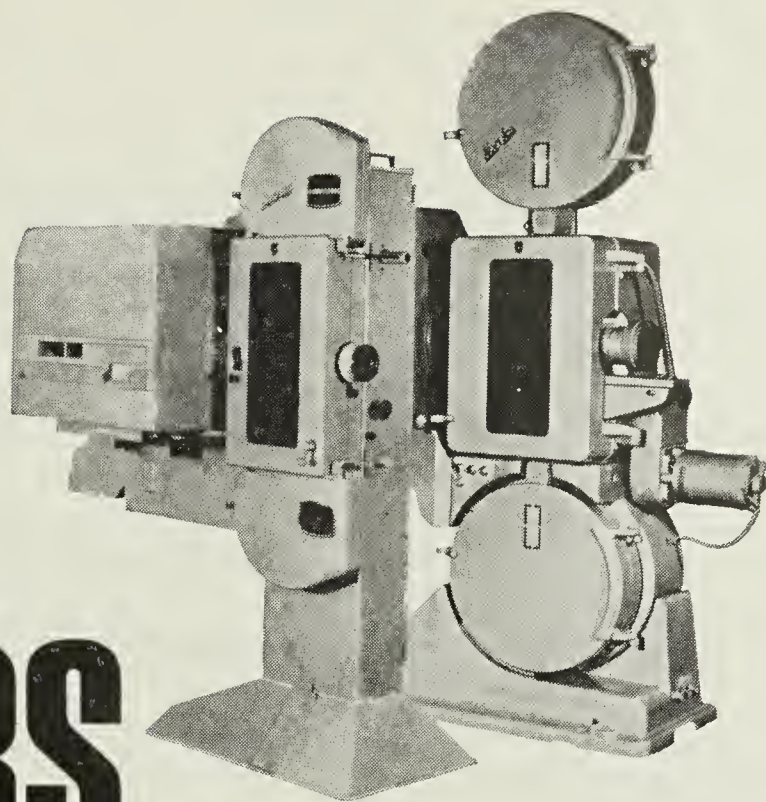
As movies and movie audiences grow more sophisticated, our managers will be faced with an increasing variety of duties and problems. Talk to the manager of a new suburban theatre, and chances are you'll be surprised at the amount of community relations work being done by this man. As movies move into the realm of popular culture, the theatre will become much more of a cultural institution than it has been in the past. This is going to place increased demands on the managers, many of whom are already hard at work with art exhibits, film education lectures, civic programs, and the like.

Given this brief sketch of the state of affairs, we would propose that the problem of attracting and holding top flight managerial talent will become more acute before the decade is out. The remedies are simple: offer more to attract better prospects; add incentive to the diet of those already in the ranks; and start training.

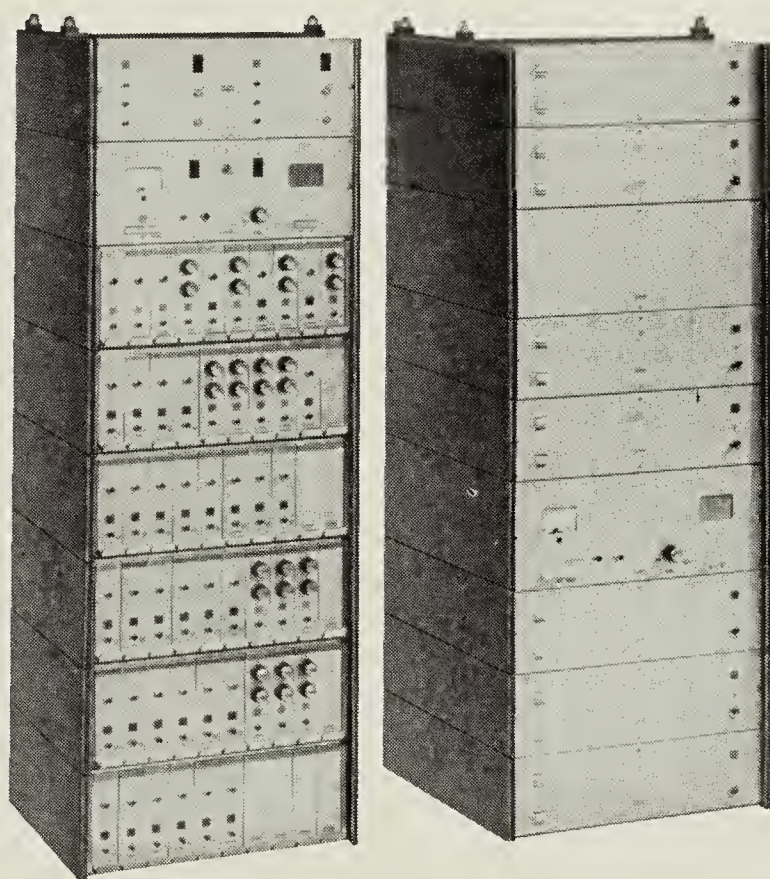
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# Warm Weather and the Drink

*We purposely selected the mid-June issue of EXTRA PROFITS for this, the third in a series of articles on drink dispensing based on "Facts For Quality Beverage Dispensing"—a comprehensive work prepared by the Coca-Cola Company on the wherefores of the quality carbonated beverage. The subject of this article is the effect of warm weather on your beverage products. Quality conscious beverage dispensing while the thermometer is at seasonal peaks calls for a little extra attention to detail, but this care will pay big sales dividends for the alert concessionaire.—The editor.*

INGENIOUS FISHERFOLK in obscure villages in New England still use ice houses resembling primitive, thatched huts to refrigerate spring catches through the warm summer months. Insulated from the sun's rays by thick walls of reeds and hardened earth, the huge blocks of ice chopped out before the thaw and carted by ice sled to the ice houses provide cold storage for cod and bait fish even while the paint on fishing boats is blistering in the July heat.

Though "natural" ice is pretty rare in most of the United States from May through October, man-made ice is in abundance. Nearly every family has an ice-making refrigerator, while commercial food processing and preparing establishments use enormous quantities of ice throughout the year.

Ice is simply frozen water. We all know that water freezes at 32° F., or 0° C. It consists of roughly 11 per cent hydrogen and 88 per cent oxygen, and is, for all practical purposes, colorless and odorless in a pure state. It is the standard for specific gravities and specific heats in our system of measurements, and we are becoming more and more aware of its basic importance to modern life. Ice is one of the best known refrigerants. Many a gourmet with an expensive deep freeze unit will tell you nothing preserves quite like ice, and these connoisseurs of the table art often pack fish delicacies in slab ice before freezing.

That Americans are sold on the desirability of ice in their beverages has been established beyond any reasonable doubt. Whether it's whiskey and soda, soft drink, iced tea or coffee, the American consumer expects it to be cold and more often than not, prefers ice in the drink.

In the retail dispensing of carbonated beverages, which is, by any definition, big business in the U.S., the use of ice in drinks has become an almost uniformly accepted practice. While the major function of ice is keeping the drink at a pleasantly low temperature throughout consumption, customers seem to like a few pieces of unmelted ice for munching when the drink is finished.

Syrup manufacturers such as the Coca-Cola Company know that the addition of ice to a soft drink can alter the delicate taste of a perfectly proportioned drink, particularly with a carbonated beverage, but most customers will buy more drinks and larger sizes if they contain ice. Coke finds that ice maintains the coldness in a drink so well that sales of large sized, post-mix iced drinks have enjoyed substantial annual increases for some time.

In "Facts For Quality Beverage Dispensing," Coke suggests

that the ideal iced drink be made up of at least 1/7 ice, but the ice should not make up more than 1/6 of the total volume of product in the cup or glass.

One of the problems with ice, as our British cousins have been prompt to point out, is that it can dilute the strength and flavor of a drink. This is known as ice dilution. Snowy, soft ices containing a higher percentage of unfrozen water hasten dilution of the drink and do not chill as well as cold, clear, bite-sized chunks of hard ice. Coke advises that the best ices provide maximum refrigeration (particularly important in large sized drinks) and minimum dilution. Ice, however, is not an acceptable substitute for adequate refrigeration of the drink prior to dispensing. It is a simple matter to use ice to advantage in carbonated beverages but many operators fall into the obvious and more subtle pitfalls of this practice.

First, there is the question of ice portioning. A scoop with the right displacement should be provided for standard sized drinks. Where operators fill many different sizes of beverage containers, employees must be instructed on how to fill cups or other units to the correct level. It's as simple as that, but experience shows that many operators are adroit at dispensing a "cup of ice" with little or no beverage worthy of the name. Over-icing will cause your customers to drain off the scarce amount of beverage served and be left with a container of ice. Ice, as Coke's book states, "is not a substitute for the beverage, and surveys have proven that customers believe a drink with too much ice is not a good value."

Two other simple considerations apply to icing drinks. One is the temperature of the ice used. "Super cold" ice with a surface temperature below 32° F. may cause serious foaming problems and carbonation loss when the beverage stream comes in contact with the ice in the cup. Keeping a ready supply of ice refrigerated to the ideal 32° temperature will cure this problem.

Second, the fact that ice floats has important implications for the beverage operators. As the ice in a drink begins to melt, a "water cap" accumulates on the top of the beverage which is neither carbonated nor sufficiently flavored with syrup. This layer of cold water will remain separated from the drink unless the operator or customer stirs or mixes the beverage before consumption. The depth of the "water cap" depends on (1) amount of ice in the drink (2) temperature of the drink (3) kind of ice used, and (4) time delay in serving or consuming the drink. Coke advises that the formation of "water caps" is unavoidable, but good dispensing and handling techniques can limit them to acceptable proportions.

If the first sip of a beverage brings a watered, weak taste to the customer, his reaction to the entire drink will be adversely affected. The operator who uses a disproportionate amount of ice, particularly in a mass serving situation such as a drive-in theatre, may well end up juggling syrup proportions in an attempt to compensate for excessively weak or strong drinks. There are recommended proportions of syrup, water and ice which, when blended at the proper temperature, will bring out the best possible taste in a carbonated beverage. Experimenting will probably increase your ingredient costs and create patron dissatisfaction.

(Continued on Page PE-16)

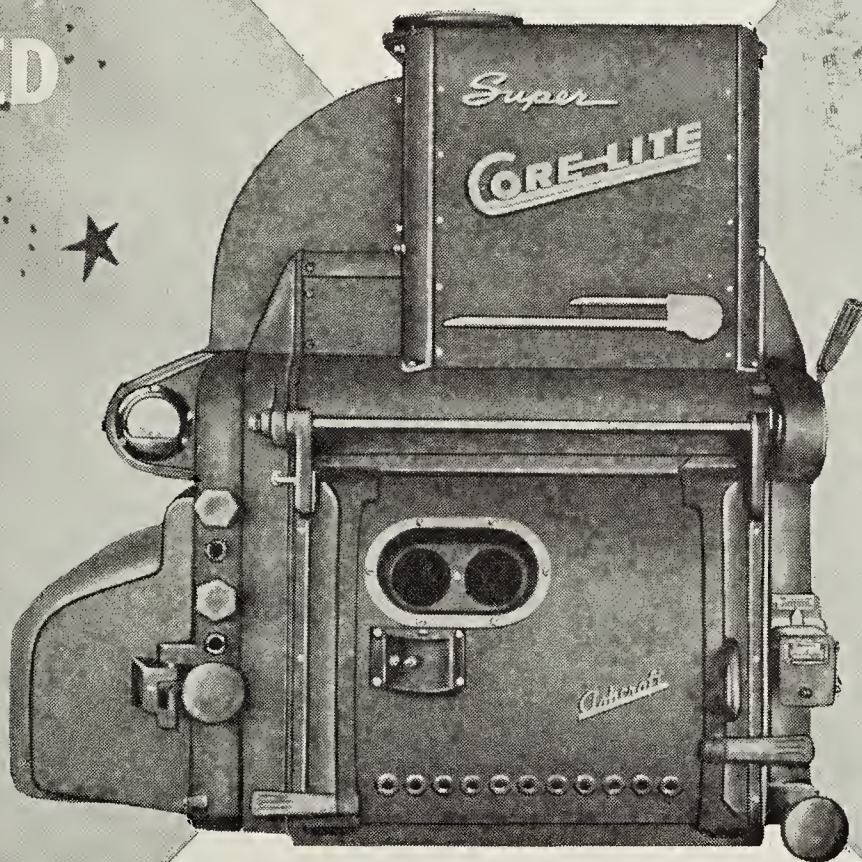


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## Reade Adds Major N.J. Indoors

OAKHURST, N. J.—With the announcement here of two major, deluxe new 1,500 seat theatres in New Jersey, Walter Reade, Jr., president, Walter Reade-Sterling, Inc., confirmed that while the company's theatre expansion interests extend as far west as California, it is still vitally concerned with the growth of the circuit's nucleus and home base in Northern New Jersey.

To be the largest units built by the company since the end of the war, one of the two new theatres is to be constructed on the site of the circuit's former Woodbridge Drive-In, on U. S. Routes 1 and 9 in Woodbridge, N. J. The second will be built at the Asbury Park Traffic Circle, at the juncture of Routes 35 and 66, in Asbury Park, N. J. Both will be in new shopping centers which are owned and

being constructed by Phillip J. Levin, of Plainfield, N. J., with whom Reade recently concluded long-term leases.

Both theatres are scheduled for completion and opening in the fall of this year.

The two additions will raise to 55 the number of theatres operated by Walter Reade-Sterling, Inc., a publically-owned company, which is also a large independent producer and distributor of films for theatres, television, schools, colleges, ships and the military services.

Reade also noted that his company is currently constructing new motion picture theatres in Toms River, N. J., and Kingston, N. Y., which will be operating by late summer this year. The circuit also announced the acquisition of the Esquire Theatre in Downtown

Chicago.

The new Woodbridge and Asbury Park represent a combined investment in excess of \$1,200,000. Both are located at major highway hubs, and each will have parking facilities of 1,000 cars. With the Chicago, Toms River, and Kingston Theatres, this represents a total commitment by Reade-Sterling for new theatres in excess of \$3,000,000 for the year 1966.

Robert W. Kahn & Associates, of New York City, have been retained as architects for both new theatres.

Reade stated that the company's investment in and prime commitment to its 30 theatres in New Jersey has been largely responsible for the company's rapid expansion and profitable operations.

## NAC Northwest Regional Set For Seattle

SEATTLE—For the second time in five years the National Association of Concessionaires will be staging a Regional Convention in the scenic Northwest, it was announced by Virgil Odell, NAC regional vice-president for this area.

Through an arrangement recently completed between NAC and the Theatre Owners of Oregon, Washington, North Idaho and Alaska, a joint Northwest Regional Convention will be conducted by both organizations on July 19-20 at the Benjamin Franklin Hotel, Seattle. A trade show will also be held in conjunction with the combined regional convention.

Business sessions are being planned for the two-day convention of the theatre owners' group and NAC which will feature speakers who will discuss topics of timely interest covering both theatre and concession operations.

"The subject of refreshment concessions," said Odell, "will be dealt with on a very broad scale by speakers from all geographical areas of the nation, who will describe profit-making merchandising ideas which have met with success in their respective areas. The basic program theme will be 'Concessions—East, West, North and South.'"

The complete program, which will include luncheons, cocktail parties and a banquet, will soon be announced.

Several planning committees are already functioning. They are:

CONVENTION: Virgil Odell (NAC), Odell Butter Oil, Caldwell, Idaho; Harry Moore (Theatre Owners), B. F. Shearer Theatres, Seattle; Jim Clark (Theatre Owners), Clark Theatre Service, Portland; Earl Adams, Oregon Film Service, Portland.

PROGRAM: Ray Davis (Theatre Owners),

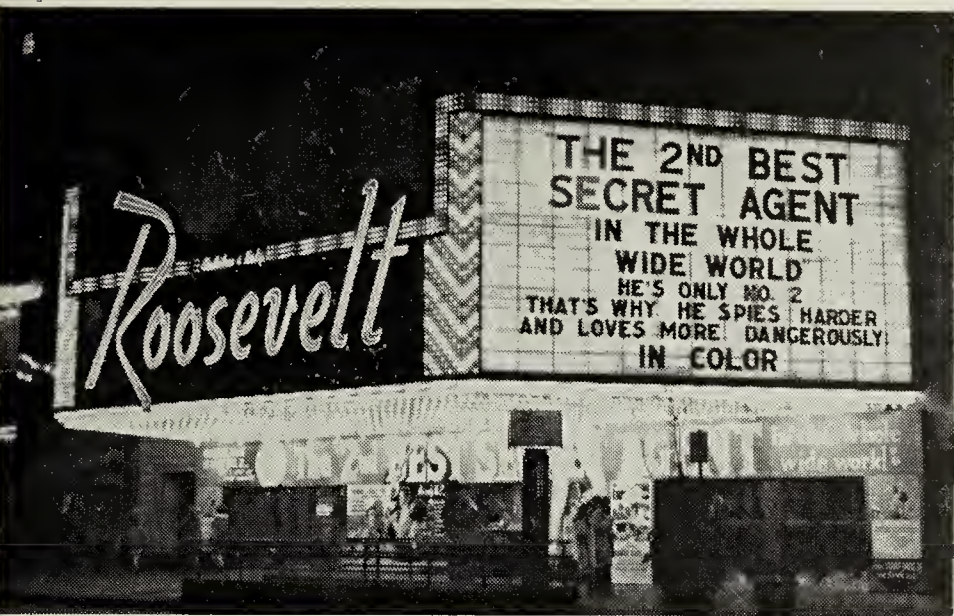
National General Corp., Seattle; Vernon Ryles (NAC), Poppers Supply Co., Portland.

ARRANGEMENTS: Jerry Vitus (Theatre Owners), Sterling Theatres, Seattle; Harlan Fairbanks NAC), Harlan Fairbanks Co., Seattle; Gill Centioli (NAC), Gill's Supply Co., Seattle; and Norman Chesler (Distribution), Buena Vista, Seattle.

EXHIBIT: Tom Shearer (Theatre Owners), B. F. Shearer Co., Seattle; Gill Centioli (NAC), Gill's Supply Co., Seattle.

Harold F. Chesler, Theatre Candy Distributing Co., Salt Lake City, Utah, NAC director and chairman of the association's committee on regional meetings, is working closely with Odell in arranging NAC's program at the regional. Odell represents NAC Region No. 6, comprising the states of Idaho, Montana, Oregon, Washington and Wyoming.





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# Cleveland Gets Free Airport Theatre

■ Free movies for waiting travelers at Hopkins International Airport in Modern Talking Picture Service's "Skyport Cinema" opened in Cleveland recently, according to William M. Oard, Modern vice-president.

The free movie lounge, located in the seating area to the right of the main entry, seats 50 people and will run films on sports, travel and business subjects throughout the day. Al Shobel, of the Modern office in Cleveland, says the present 10 a.m. to 8 p.m. hours may be extended, depending on future conditions.

This marks the sixth location of such a service for waiting travelers and their guests at airports in the U. S., and the second such installation in Ohio. The first Modern "Skyport

Cinema" was inaugurated in Cincinnati 18 months ago. Since then, movies have been made available at Minneapolis-St. Paul, Kansas City, Atlanta and Denver airports.

Both John A. Doyle, commissioner of Hopkins International Airport, and J. Morgan Lauer, manager of operations, believe the new film lounge will be a valuable addition to passengers' comfort and interest while they are in the terminal.

The theatre has been set up as an added convenience for travelers. According to a survey taken at other airports at which "Skyport Cinema" has been in operation, the average time spent viewing films has exceeded an hour per person.



Travelers awaiting flights relax in comfortable theatre lounge at Cleveland's Hopkins International Airport.

## QUALITY BEVERAGE DISPENSING—(Continued from Page PE-12)

Variations in quality of post-mix drinks are by and large the retailer's doing. A look at the simple drink ingredients, syrup and water (including ice), will explain why. Quality syrups are manufactured under strict controls using the best ingredients available. Even the water which, for example, is used in the preparation of Coca-Cola syrup, is processed by purification methods far more refined than those of the normal city water treatment plant. Conditions of storage and other handling procedures insure the retailer that he will receive stock of uniformly high quality. The syrup manufacturer's reputation for quality is your guarantee that this ingredient will meet the highest standards. But once in the retailer's hands, the responsibility for preserving the potential quality of the syrup becomes his. With proper storage, stock rotation and use in drink preparation, you can pass this quality on to your customers. With adequately refrigerated and dispensed syrup, the retailer can turn his attention to the other basic drink ingredient, water.

Since most of the content of a beverage consists of city water, either carbonated or in ice form, the quality of the finished product depends to large extent on the quality of the water itself. Though many communities offer water which is suitable for use in preparation of carbonated beverages without special treatment, some locales have water "problems." These may be in the form of off-tastes or odors, or indicate the presence of certain impurities which, though harmless when consumed, can adversely affect the taste of carbonated drinks. If "impurities" are present in sufficient quantities, Coke advises the operator to make sure adequate carbonation is being provided. Coke has found that raising the CO<sub>2</sub> pressure on the carbonator will help the condition, though the measure can be offset by rapid gas loss from the finished drink due to the impurities.

If local water supplies present difficulties with strong odors or impurities which impair the flavor of drinks, the operator can resort to using water purification equipment. Coke's experts advise the concessionaire to consult a specialist who can accurately diagnose the problem. A variety of equipment for this purpose is commercially available at favorable prices. On a cost-per-drink basis, operational costs have been found to be extremely low. Use of treated water, as required in special cases, can substantially upgrade the quality of beverage products.

Coke strongly suggests that the retailer should regularly taste-test the beverages he sells, since the final determination of quality is the taste of the finished drink. Almost everyone, Coke says, can develop a keen sense for detection of significant fluctuations in the quality of a beverage. Accordingly, the company's fountain sales

experts have devised a procedure for taste-testing reminiscent of the subtle taste tests of the wine cellar connoisseur. Here's how: With the usual amount of ice in the drink and the average time needed to actually place the finished drink before the customer elapsed, perform the following steps for smelling, placing and testing the beverage:

- (1) Smelling can be done by holding the drink close to your nostrils and gently breathing in.
- (2) Next, place a sample of the drink in your mouth (about one teaspoonful) causing the sample to flow back and forth across your tongue with your mouth relaxed and slightly open in a natural manner.
- (3) Then taste, by breathing in and out very gently through both nose and mouth while the liquid moves slowly across and around your tongue. The mouth can be opened to circulate the aroma of the drink several times during the test.

This, according to Coke, is the 'end' in beverage consumption: the water furnishes the customer with thirst-satisfying bulk, contains the carbon dioxide gas, and serves to smoothly blend with the syrup—the CO<sub>2</sub> gives life to the drink in the form of little bubbles that burst in the customer's mouth—while the liberated CO<sub>2</sub> gas develops and transports the flavor throughout the mouth and nasal passages.

The really professional taster will wait until an hour after eating and smoking before conducting a taste test and will never sample beverages in an area where strong odors permeate the air.

Coke advises that this method will deliver all of the smell and taste sensations you are capable of detecting and that, with practice, your sensitivity to drink quality can be improved. We agree that the importance of taste to the concessionaire is hard to overestimate. Customers paying for a carbonated drink expect quality. Why not give it to them? It usually costs you less and adds to your profits.

*EDITOR'S NOTE: Parts of this article are taken directly from "Facts For Quality Beverage Dispensing," with permission of the publisher, The Coca-Cola Company, while other material represents abstractions from Coke's handbook and material included by the editor. In the July 13th issue of PHYSICAL THEATRE—EXTRA PROFITS we will present the fourth in this series of articles, which will treat refrigeration of ingredients in preparing the quality carbonated beverage. This will be of import to all theatremen-concessionaires, regardless of their sales volume or type of equipment.*



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The selling power of Coca-Cola has been dramatically demonstrated by a foremost New York theatre circuit.\* They recently changed to Coke at their refreshment counters.

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The Circuit added, "... our . . . sales per patron reached a new high . . . Since we started to use Coca-Cola, our sales per patron increased 2.5 cents . . ."

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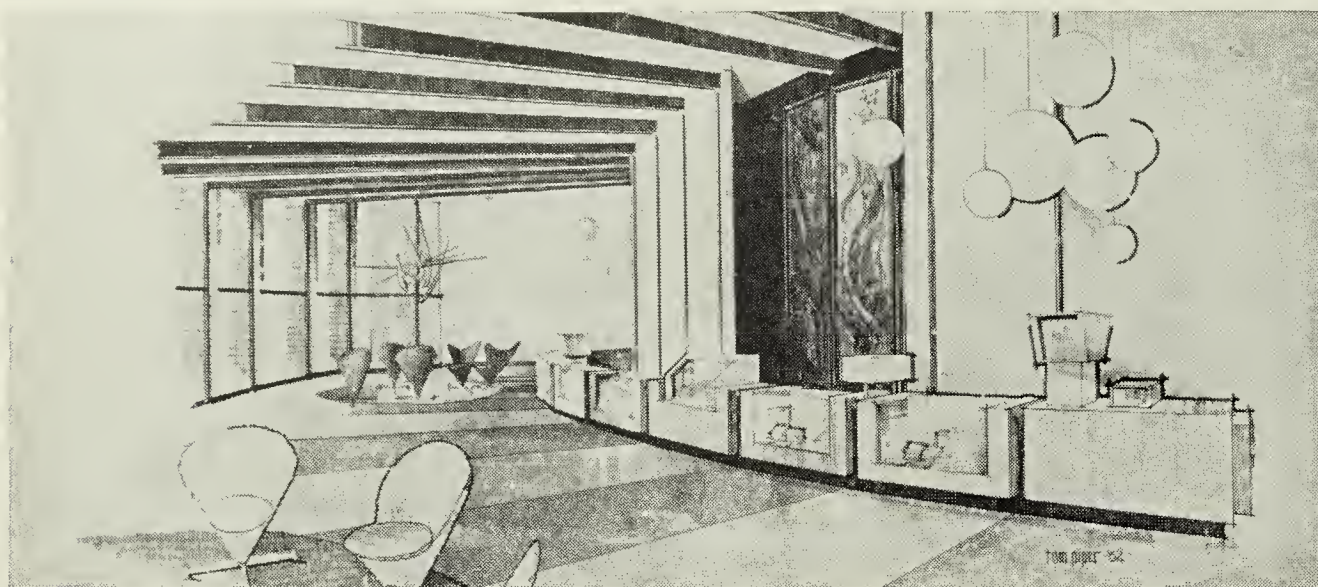




## Computerized Sound Mixing

HOLLYWOOD—The joint Henry G. Saperstein Enterprises-Toho Company production of "Invasion of the Astro-Monsters" completed here at Saperstein's studios in Burbank, is the first motion picture to employ the revolutionary new Glen Glenn Automated Sound System, a sound mixing and recording process

which employs electronic computer control. Saperstein said the computer controlled system renders all previous techniques of mixing and recording obsolete. Also employed for the first time in "Invasion of the Astro-Monsters" were novel special effects processes recently developed by Toho technicians.



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## Cinema For N.C. Center

CHARLOTTE, N. C.—Plans for the construction of a new 600-seat motion picture house, to cost approximately \$600,000, at the Town and Country Shopping Center on U. S. Highway 1 midway between Southern Pines and Aberdeen, N. C., were announced here by Charles B. Trexler, president of Stewart & Everett Theatres, Inc.

The name of the new house will be Town and Country Cinema. It will have full modern equipment and one of the widest screens in the Carolinas, Trexler said.

Designed by Charles H. Wheatley & Associates, Architects, of Charlotte, it will be similar to others built recently by Stewart & Everett in Rock Hill and Greenville, S. C. The building program also was said to include a new house opened in Lynchburg, Va., one to open June 15 at Morehead City, N. C., and two more, as yet unannounced, which will get under way this year. Construction of the new theatres, it was said, is in response to a tremendous resurgence of the motion picture as entertainment, the increasing mobility of theatre patrons, new scientific principles of theatre design and the trend toward establishing cinema houses in shopping centers.

Stewart & Everett already operates the Sunrise at Southern Pines, now the only motion picture house in Moore County, which will continue to operate.

The Town and Country Shopping Center, where the new house will be built, includes a wide variety of business enterprises, including a motel and a restaurant. Work on the new house begins immediately. Stewart & Everett, established in 1937, owns and operates 70 houses in 50 communities in the Carolinas and Virginia, and is affiliated with 12 more.

## Kodak Gets Design Award

ROCHESTER, N.Y.—The Kodak Instamatic M4 Movie Camera and the Instamatic M80 Projector have brought Eastman Kodak Co. a 1966 Master Design Award sponsored by Product Engineering magazine.

The award represents the fourth time Kodak has been honored in the seven year history of the annual national competition.

Alvin E. Schubert, manager of consumer products engineering for Kodak's Apparatus and Optical Division, was to accept the award at a dinner at the Ambassador Hotel, Chicago.

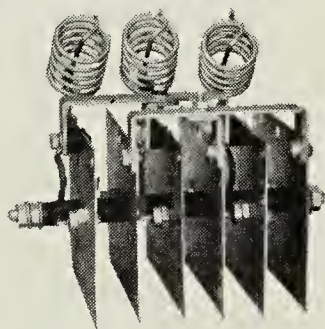
## SMPTE Educational Award

NEW YORK—A new educational award will be instituted by the Society of Motion Picture and Television Engineers. Approval has been obtained for sponsorship of a new Gold Medal Award to be administered by SMPTE on an annual basis.

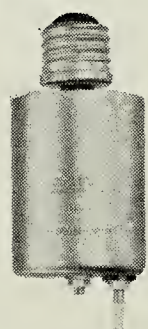
The Award is to be known as the Eastman Kodak Gold Medal Award to recognize an individual selected by SMPTE "for outstanding contributions in the field of engineering development which lead to the introduction of new and unique educational techniques or programs utilizing motion pictures, television, high-speed and instrumentation, or photographic science."

The award would recognize the development in equipment and systems using the various technologies as mentioned and which result in advancing the educational process itself at any or all levels. Emphasis would be on directly advancing education as such rather than contributions made initially for some other purpose and later found to be useful for educational purposes.

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## ABC Elevates Officers; Smerling Named President

PHILADELPHIA — Benjamin Sherman, board chairman of ABC Consolidated Corp. announced the election by the board of directors of former executive vice-president Benjamin Smerling to the post of president. At the same time he said Jacob Beresin, formerly president of the large food service concern, was promoted to the new title of vice-chairman, and Virgil A. Gladieux, president of ABC's Gladieux Division, formerly vice-president of the parent, was named executive vice-president.

Smerling has been executive vice-president and director of the company since 1957 when Confection Cabinet Corp., of which he was president and principal shareholder, was acquired by ABC.

Virgil A. Gladieux, president of the Toledo-based Gladieux Division, was made vice-president and director of ABC in 1961. At that time the Gladieux Corp. was acquired by the parent.

Beresin had been president since 1951. He has been an officer and director since 1947 when his company, Berlo Vending, was combined with Sanitary Automatic Candy Corp. to form the ABC Vending Corp. The company name was changed in 1964 to ABC Consolidated Corp.

ABC reported 1965 sales at \$140 million and earnings of \$4,850,000 or \$1.77 per share. First Quarter 1966 results reported on April 27 showed sales of \$32 million against \$25.8 million for the 1965 First Quarter, a 24 per cent increase. Earnings rose 31.2 per cent to \$678,848 or 25 cents per share over the \$517,548 or 19 cents per share posted in the same period last year. ABC's shares are listed on the New York Stock Exchange.

## Loew's, HRA Sign Pact

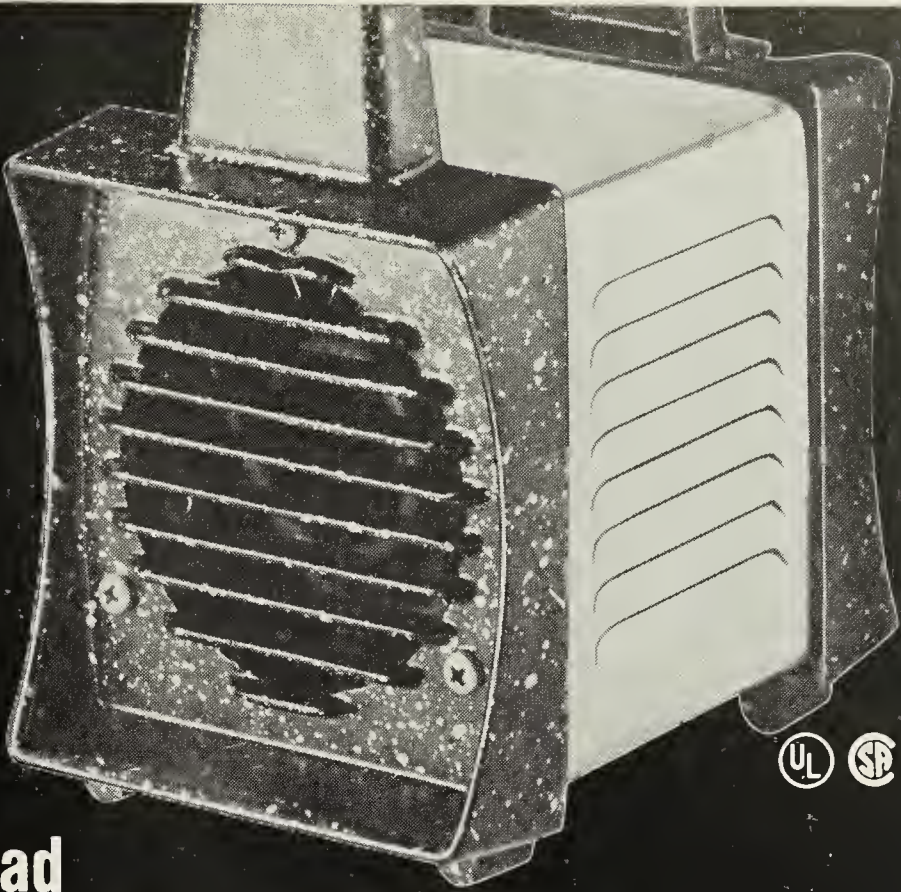
NEW YORK—Arthur Tolchin and Bernard Myerson, chief executives of the theatre division of Loew's Theatres, Inc., announced the signing of a long-term agreement with Automatic Retailers of America, Inc., for operation of the concession facilities in the circuit's theatres. Effective date of the agreement is Sept. 1, 1966.

ARA is a leading food service and refreshment company in the recreational, industrial, commercial, educational and medical fields.

William S. Fishman, president, and James H. Petersen, vice-president, represented Automatic Retailers of America in the negotiations.

Tolchin and Myerson expressed their confidence and pleasure in the future association of Loew's with one of the largest and most progressive food service and refreshment organizations in the nation. Outlined during the negotiations were ARA's extensive plans to add to the pleasure of moviegoing with the creation of exciting new service facilities. These were among the important contributing factors in bringing negotiations to a mutually satisfactory conclusion.

During the past three years, Loew's have been involved in a dynamic, nation-wide effort to insure maximum perfection in their circuit operations as well as a fruitful and major expansion program. It is to be expected that the new association with ARA will complement the overall program.



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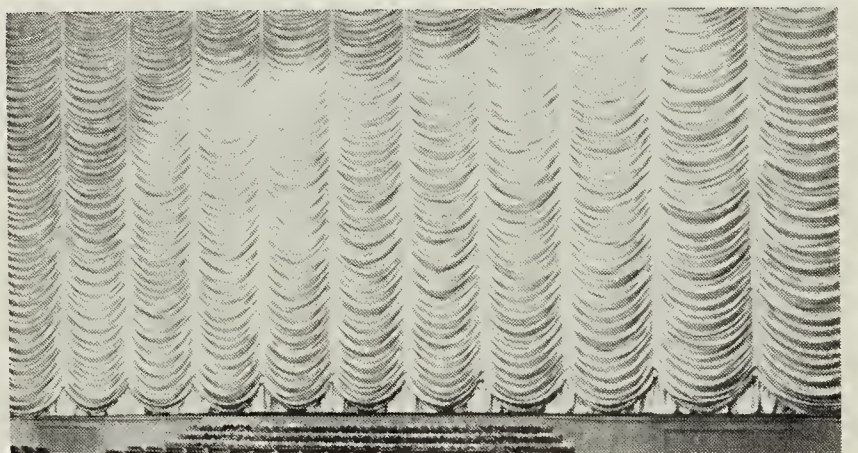
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# Sound System Improves Auditorium Acoustics

■ Cities many times the size of Emporia (pop. 20,000) could well afford to follow the lead of this small college town in the east central Kansas.

Like so many auditoriums across the country (including some of the newer ones in the larger cities) the Emporia Civic Auditorium was plagued with acoustical problems. The structure was built in 1940 and designed for a maximum capacity of 4,900 persons. It serves a variety of purposes including concerts—both vocal and instrumental, lectures, meetings and sporting events.

Dissatisfaction with the acoustics, aside from complaints by performers, probably arose because of increased audience sophistication. Growing numbers of persons have quality hi-fidelity equipment in their homes and therefore are coming to expect the same quality in theatres and concert halls.

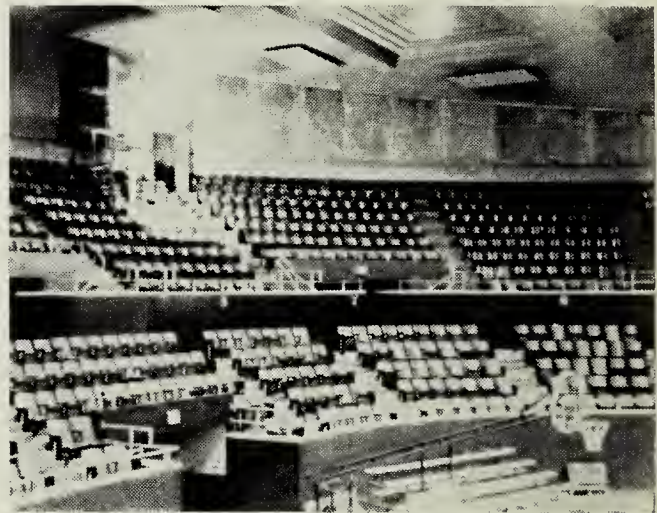
Rather than assuming that what was needed was a new hall, the city fathers engaged the services of an expert sound consultant. In this case it was David Beatty, a sound specialist located in Kansas City.

Beatty explained his philosophy of sound

for which he has coined the name "Lectro-custics," an artful combination of electronics and acoustical control.

"For musical events little or no adjustment of the system should be necessary during a performance," he says. "The amplification part of 'Lectro-custics' should not normally be detectable with large groups such as an orchestra or chorus. It should be fixed as a part of the acoustics. A small group or a soloist might need amplification to the extent it would be noticeable but never obtrusive."

The Emporia Civic Auditorium has hardwood floors, plaster walls and a plaster ceiling. In other words, everything necessary to make sound distorted by echoes and reverberation. One of the first things Beatty did was to take corrective measures.



Glass blanket being applied.

Beatty accomplished this quite economically through the use of Ultralite Fiber Glass Blanket, a product of Gustin-Bacon Manufacturing Co., of Kansas City. About 1,800 square feet of 4-inch thick fiber glass blanket was applied to the windows in back of the auditorium's balcony. In addition, a 50-foot roll of Ultralite Blanket was applied to the rear wall on the lower level of the auditorium. Also, a 3-foot high x 100-foot long section of fiber glass blanket was placed on the wall in front of the auditorium. These sections were covered with acoustical grill cloth to blend with the surrounding decor.

"The Gustin-Bacon fiber glass acoustical insulation at the rear of the auditorium absorbs over 90 percent of all the sound that hits it," Beatty says, "and it is located to absorb a maximum amount of unwanted sound from the speakers."

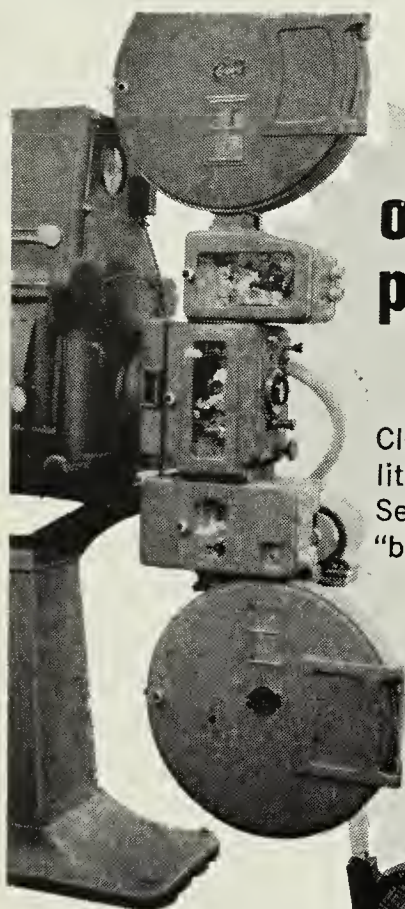
As an additional precaution we placed fiber glass blanket around the speakers to reduce sound that might get back to microphones on the stage and cause feedback."

There are two complete amplification systems connected by switches providing almost failure-proof operation and great flexibility. All sound inputs can be controlled from two remote locations in the auditorium where the effect of the sound system is not noticeable.

An automatic threading, automatic reversing tape recorder is provided for playing or recording any sound desired. Extra remote speakers for sound effects can be used. Before a basketball game the announcer can start music going continuously on the recorder. At half time he can turn a knob and fill the auditorium with rousing, clear, natural music.

The quality of equipment is so high the in-

(Continued on Page PE-22)



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## Color Tapes To Film

HOLLYWOOD—Technicolor Corp. has established a new division for research and development of improved techniques to transfer color video tape to film, it was announced here by Paul W. Fassnacht, president and chief executive officer of the company. At the same time he announced the appointment of Joseph E. Bluth as vice-president and general manager of the newly created Vidtronics Division.

"Technicolor already has a capability to produce black-and-white motion picture film prints from material photographed on video tape, using procedures developed by our Systems Research Division," Fassnacht said. "And we have done development work in the color tape-to-film field."

"The new Vidtronics Division will concentrate on the transfer of color video tape to 35mm, 16mm, 8mm, and Super-8mm film. The latter size will broaden the scope of material for use with our 8mm and Super-8 cartridge loading portable motion picture projectors now widely employed as educational and sales aids."

Fassnacht said that the objective of the Vidtronics Division's work is to develop a color tape-to-film transfer system which will make possible production of color film prints by the Technicolor imbibition process. He pointed out that the imbibition dye transfer process, long used in motion picture print manufacture, allows almost limitless control of print balance of scenes shot by the motion picture or television camera.

"We are confident there is a vast market for top quality color prints from video tape," he said. "The television industry has a requirement for rapid production of film prints for distribution in many situations where the transportation and use of video tape is impracticable."

"In addition, combination of the economy of video tape photography with the mass production of color film prints will serve the needs of education and industry by making available for showing on existing film projectors and closed circuit systems material originally shot on video tape."

Fassnacht said the program for development of techniques to produce Technicolor prints from color video tape had already advanced to the point that "we expect to service the television industry, educators, and general industry users perhaps as early as Fall of this year." Equipment embodying latest advances in the state of the art of tape-to-film transfer is being installed in Technicolor Plant 5 in Hollywood.

## Pepsi Names Personnel Exec.

NEW YORK—Courtland E. Calvert has been named director of employee relations for the Pepsi-Cola Co. He will report to Rob J. Taylor, vice-president of administration.

Calvert will be responsible for all employee relations functions including personnel administration and labor relations.

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## New Pepsi Drink Exec.

NEW YORK—David L. Jones has been named product manager of a new chocolate beverage being developed by the Pepsi-Cola Company, it was announced here by William C. Munro, vice-president, marketing & operations.

Previously, Jones was with International

Paper Company as mechanical packaging manager. He has also been senior vice-president, marketing, for Raymond Loewy Associates, senior vice-president, marketing for Mettler Instrument Corporation, and a marketing consultant with McKinsey & Company, Inc.

## Acoustical Treatment

(Continued from PE-20)

stallation, including all parts and labor, is guaranteed for five years against defects or normal wear.

"Some of the specifications of what was used would surprise many people," Beatty says. "For instance, most sound systems are rated by power. The system in use now at Emporia normally uses one amplifier rated at 40 watts which is 1/16th that claimed for some home consoles.

"Another interesting thing is that most of the sound equipment used in this installation is normally used by critical listeners in private homes, not because of its ability to handle loud sound but because of its superb clarity and realism."

Beatty, who is a technician and consultant as well as artisan who installs sound equipment, says that a good sound system is dependent upon planning and attention to detail as it is the materials and components used.

"The present system of job bidding is not suitable to obtain the best results," he says. "We wish to pursue a result, not squeeze past a set of specifications. This can be done only as the job progresses and with a certain amount of experimentation. We find when a major problem has been solved, smaller ones may become apparent and so a reasonable latitude should be agreed upon."

At Emporia this latitude was agreeable although a general plan and cost were always kept in mind. Cost was approximately \$11,000—very small for the results achieved.

## NAC Board Meets

(Continued from PE-8)

to be made to runners-up.

Lefkowitz also called the board's attention to a tie-in contest being conducted by J. J. Fitzgibbons, Jr. of Theatre Confections Ltd., Toronto, offering prizes to managers who either win the Grand Award or one of the several merit awards.

Publication of a fourth supplement to the popular NAC Concession Handbook is now in preparation, it was revealed in a report made by Johnny Johnston, Vendo Company, Hasbrouck Heights, N. J., who is chairman of the organization's special services committee.

The fourth volume will touch on many new subjects, including "Supervision-Key to Better Operations," "Employee Interest-How to Achieve It," "Refreshment Concessions in Race Tracks, Ball Parks, and County Fair Operations," "Concessions in Closed Circuit TV Sporting Events," "Per Capita Concession Sales—Indoor and Drive-In Theatres," "Area Treatment for Vending," "Upgrading Merchandise," "Concession & Vending in Department Stores," "Shortage-Methods to Eliminate Them," "New Merchandise and New Equipment" and "Internal Auditing." It will be ready for distribution at the New York convention.

Louis L. Abramson, NAC executive director, made his annual report to the board and gave a complete outline of the organization's activities during the past year. Abramson said that members are availing themselves most liberally of the association's services.

## El Paso Loses Cinerama

EL PASO, Tex.—All cinerama equipment has been removed from the Capri Theatre, a Trans-Texas Theatre circuit operation.

There are no definite plans for further Cinerama showings in the city. The Capri has switched to regular feature films.

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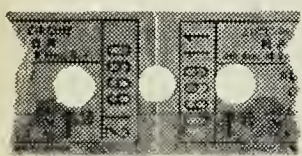
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- ☐ KNEISLEY ELECTRIC CO., Silicon Stacks, Sil-Tubes
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ISSUE OF JUNE 15, 1966

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# SERVICESECTION

## THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 15, 1966

SECTION TWO  
VOL. 75, No. 19

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

|             |                  |              |                 |
|-------------|------------------|--------------|-----------------|
| C—Comedy    | COMP—Compilation | MD—Melodrama | NOV—Novelty     |
| CAR—Cartoon | D—Drama          | MU—Musical   | TRAV—Travelogue |
|             | DOC—Documentary  | W—Western    |                 |

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

|                 |                  |                |                |
|-----------------|------------------|----------------|----------------|
| CN—Cinerama     | DS—Dyaliscope    | PC—Pathe Color | TE—Technirama  |
| CS—CinemaScope  | EC—Eastman Color | PV—Panavision  | TS—Techniscope |
| DC—Deluxe Color | MC—MetroColor    | RE—Reissue     | VV—VistaVision |
|                 |                  | TC—Technicolor | C—Other Color  |

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 BLOOD AND BLACK LACE—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller  
—Woolner Brothers
- 6513 CITY OF FEAR—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made  
abroad
- 6516 CURSE OF THE VODOO—D—77m.—Bryant Haliday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English  
made
- 6514 DESERT RAVEN, THE—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 EL CID—D—181m.—(STE; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure  
should ride high—Filmed in Spain—Reissue
- 6412 ESCAPE BY NIGHT—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay  
programmer—English-made
- 6511 FINGER ON THE TRIGGER—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—  
Actionful western—Made in Spain
- 6517 FRANKENSTEIN MEETS THE SPACE MONSTER—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Ex-  
ploitable science fiction dualler
- 6510 GUNMEN OF THE RIO GRANDE—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay  
western made in Spain
- 6535 HUMAN DUPLICATORS, THE—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)  
—Okay horror meller for duallers—Woolner Bros.
- 6602 LEATHER BOYS, THE—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of  
English teen-agers—English-made
- 6603 LEMONADE JOE—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments  
—European-made; dubbed in English
- 6606 MOONWOLF—MD—85m.—Carl Moehner, Ann Savo—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 MUTINY IN OUTER SPACE—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction  
meller—Woolner Bros.
- 6507 OPERATION C.I.A.—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed in Thal-  
land
- 6604 PARTY'S OVER, THE—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama  
is intermittently interesting—English-made
- 6413 RACING FEVER—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for  
program
- 6504 TAFFY AND THE JUNGLE HUNTER—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333  
(10-20-65)—Okay jungle adventure good for kids, and family audiences
- TERROR IN THE CITY—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry

### COMING

AMERICAN WIFE, AN—(C)—Rhonda Fleming, Juliet Prowse  
DISK-O-TEK HOLIDAY—(C)—Freddy & The Dreamers  
MAGIC WEAVER, THE—(C)—Fairy Tale  
NIGHTMARE CASTLE—Barbara Steele  
OH! THOSE MOST SECRET AGENTS—Franco and Ciccle  
ONCE UPON AN ISLAND—(C)—Hans Peterson, Chita Norby

## AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 BIG T.N.T. SHOW, THE—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good  
bet for teens
- 6522 BLOOD BATH—MD—69m.—William Campbell, Marlssa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 DR. GOLDFOOT AND THE BIKINI MACHINE—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—  
5349 (12-1-65)—Exploitable programmer should do okay as part of show.
- 6512 DIE, MONSTER, DIE—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful  
horror epic
- 6601 DIRTY GAME, THE—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Annie Girardot—5393 (4-27-66)—  
Interesting espionage thriller—Filmed abroad
- 6511 ECCO—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational  
—Italian-made; English narration
- 6604 GHOST IN THE INVISIBLE BIKINI—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Kar-  
loff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- 6609 GIRL GETTERS, THE—D—93m.—Oliver Reed, Jane Merrow—5398 (5-11-66)—Well-made tale of resort romances—  
English-made
- 6603 GREAT SPY CHASE, THE—CMD—87m.—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cute spoof of spies in action  
—Filmed abroad; dubbed in English
- 6509 HOW TO STUFF A WILD BIKINI—CC—93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301  
(7-21-65)—Another wild entry for younger set
- KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—  
English-Landau
- 6615 LA DOLCE VITA—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but  
fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue
- 6518 PAWNBROKER, THE—D—114m.—Red Steiger, Geraldine Fitzgerald—5273 (4-14-65)—Shatteringly powerful drama  
heightened by superb acting—Landau
- 6513 PLANET OF THE VAMPIRES—MD—86m.—(CS)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful  
science fiction entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- After The Fox . . . . . UA  
Agent 834 . . . . . A3 Cont.  
Agent for H-A-R-M . . . . . B-U  
Agony And The Ecstasy, The . . . . A2 Fox  
● Alfie . . . . . Par.  
Alice In Wonderland In Paris . . . A1 Misc.  
All Men Are Apes . . . . . Misc.  
All The Way (The Joker  
Is Wild)-Re. . . . . B Para.  
Alphabet Murders, The . . . . . A2 MGM  
Alphaville . . . . . A3 For.  
● Alvarez Kelly . . . . . Col.  
● Ambush Bay . . . . . UA  
● American Dream, An . . . . . WB  
● American Wife, An . . . . . AA  
And Now Miguel . . . . . A1 U

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



•Any Wednesday ..... WB  
 Apache Gold ..... A1 Col.  
 Apache Uprising ..... A2 Par.  
 Arabesque ..... A3 U  
 Arizona Raiders, The ..... A2 Col.  
 Around the World Under the  
 Sea ..... A1 MGM  
 •Assault On A Queen ..... A2 Par.

## B

Ballad of Love, A ..... For.  
 Bambi-Re. .... A1 BV  
 •Bang You're Dead ..... AIP  
 Band of Outsiders ..... For.  
 •Batman ..... Fox  
 Battle of the Bulge ..... A1 WB  
 Beach Ball ..... B Par.  
 •Beardless Warriors, The ..... U  
 Bellboy, The-Re. .... A2 Par.  
 •Beau Geste ..... U  
 Bedford Incident, The ..... A2 Col.  
 •Bible, The ..... Fox  
 Big T.N.T. Show, The ..... A2 A1  
 Big Hand for the Little Lady, A ..... A2 WB  
 •Biggest Bundle of Them All, The ..... MGM  
 Bille ..... A1 UA  
 Billy The Kid Vs Dracula ..... A1 EMB  
 •Birds Do It ..... Col.  
 Blindfold ..... A2 U  
 Blood And Black Lace ..... B AA  
 Blood Bath ..... A1  
 •Blue Max, The ..... Fox  
 Boeing-Boeing ..... B Par.  
 Born Free ..... A1 Col.  
 Boy Cried Murder, The ..... A2 U  
 Boy, Did I Get A Wrong Number ..... A3 UA  
 Breakfast at Tiffany's-Re ..... A3 Par.  
 Bremen Town Musicians, The ..... A1 FOR  
 Brides of Dracula, The-Re. .... A2 U  
 Brigand of Kandahar, The ..... A2 Col.  
 •Bullwhip Griffon ..... BV  
 Bunny Lake Is Missing ..... A3 Col.

## C

Carry On Cleo ..... For.  
 Casanova '70 ..... B Emb.  
 •Casino Royale ..... Col.  
 Cast A Giant Shadow ..... A3 UA  
 •Castle of Terror ..... AA  
 •Cat, The ..... A1 EMB  
 Cavern, The ..... A2 Fox  
 •Chamber Of Horrors ..... WB  
 Chase, The ..... A3 Col.  
 Cinerama's Russian Adventure ..... A1 Misc.  
 Cinnclnnat Kid, The ..... B MGM  
 City of Fear ..... B AA  
 Cloportes ..... C For.  
 Clouds Over Israel ..... For.  
 Coast of Skeletons ..... A2 For.  
 Come Blow Your Horn-Re. .... A3 Para.  
 Contest Girl ..... Cont.  
 •Covenant With Death, A ..... WB  
 •Convict Stage ..... A2 Fox  
 •Countess From Hong Kong, A ..... U  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Voodoo ..... B AA

## D

•Dangerous Days of Klowa Jones .. MGM  
 Dark Intruder ..... A2 U  
 Darling ..... A4 Emb.  
 •Daydreamer, The ..... Emb.  
 •Deadly Affair, The ..... Col.  
 •Deadly Bees, The ..... Par.  
 Dear John ..... C For.  
 Desert Raven, The ..... B AA  
 Devils of Darkness ..... B Fox  
 Die, Monster, Die ..... A2 A-1  
 •Dirty Dozen, The ..... MGM  
 Dirty Game, The ..... A3 A1  
 •Disk-O-Tek Holiday ..... AA  
 •Divorce American Style ..... Col.  
 •Dollar Ahead, A ..... UA  
 Do Not Disturb ..... A3 Fox  
 Dr. Goldfoot And The Bikini  
 Machine ..... A2 A1  
 •Dr. Goldfoot and the Love Bombs .. AIP  
 Dr. Who and the Daleks ..... Cont.  
 Doctor Zhivago ..... A2 MGM  
 Don't Worry, We'll Think Of A  
 Title ..... A1 UA  
 Dracula-Prince of Darkness ..... A2 Fox  
 Duel At Diablo ..... UA

## E

Ecco ..... A1  
 EL CID-Re ..... A1 AA  
 •El Dorado ..... Par.  
 •El Greco ..... Fox  
 •El Kotch ..... Col.  
 Enough Rope ..... For.  
 Escape By Night ..... A2 AA  
 Evening with The Royal Ballet, An .. For.  
 •Every Day Is A Holiday ..... Col.  
 Eye for An Eye, An ..... Emb.

6521 **QUEEN OF BLOOD**—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting science fiction horror entry  
**SANDS OF BEERSHEBA**—D—90m.—Diane Baker, David Opatoshu, Tom Bell—5405 (5-25-66)—Good adventure entry with topical twist—Filmed in Israel—Landau-Unger  
 6516 **SECRET AGENT FIREBALL**—MD—89m.—(Widescope; C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—Fast moving spy meller for duallers—Filmed abroad; dubbed in English  
 6510 **SERGEANT DEADHEAD**—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help  
 6515 **SPY IN YOUR EYE**—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller for the duallers—Italian-made; dubbed in English  
 6505 **SWINGERS' PARADISE**—C—83m.—(TC; TS)—Ciff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

## TO BE REVIEWED

**BANG YOU'RE DEAD**—(C; S)—Tony Randall, Terry Thomas  
**DR. GOLDFOOT AND THE LOVE BOMBS**—(WS; C)—Vincent Price, Fabian  
**FIREBALL 500**—(PV; C)—Frankie Avalon, Annette Funicello  
**FRANKENSTEIN CONQUERS THE WORLD**—Nick Adams  
**TARZAN AND THE VALLEY OF GOLD**—(PV; C)—Mike Henry, Nancy Kovack  
**TOKYO OLYMPIAD**—(C; S)—Documentary  
**WAR—ITALIAN STYLE**—Buster Keaton  
**WHAT'S UP TIGER LILY?**—(C; S)—Woody Allen  
**WILD ANGELS, THE**—(PV; C)—Peter Fonda, Nancy Sinatra

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

**BAMBI**—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue  
**LT. ROBIN CRUSOE, U.S.N.**—C—115m.—(C)—Dick Van Dyke, Nancy Kwan—5409 (6-8-66)—Disney, Van Dyke special should draw family audience  
**MONKEY'S UNCLE, THE**—C—87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy  
**THAT DARN CAT**—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family  
**UGLY DACHSHUND, THE**—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from Disney

## TO BE REVIEWED

**BULLWHIP GRIFFIN**—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
**FIGHTING PRINCE OF DONEGAL, THE**—(TC)—Peter McNery, Susan Hampshire—English-made  
**FOLLOW ME, BOYS**—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles  
**GNOMOBILE, THE**—Walter Brennan, Tom Lowell  
**HAPPIEST MILLIONAIRE, THE**—(TC)—Fred MacMurray, Tommy Steele, Greer Garson  
**JUNGLE BOOK, THE**—(TC)—Cartoon Feature  
**MONKEYS GO HOME**—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones  
**WILLIE AND THE YANK**—Nick Adams, Jack Ging, Peggy Lipton

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

65025 **APACHE GOLD**—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English  
 66006 **ARIZONA RAIDERS**—W—88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added  
 66013 **BEDFORD INCIDENT, THE**—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark, poignant drama can be sold on many counts  
 66008 **BRIGAND OF KANDAHAR, THE**—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay programmer—English made  
 66010 **BUNNY LAKE IS MISSING**—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exercise in tension and suspense holds interest—Made in England  
 66028 **BORN FREE**—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the family  
 66019 **CHASE, THE**—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama  
 66005 **GREAT SIOUX MASSACRE, THE**—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer  
 66030 **GUNS OF NAVARONE, THE**—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)—High rating adventure yarn—Reissue  
 66007 **HARVEY MIDDLEMAN, FIREMAN**—C—75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite  
 66017 **HEROES OF TELEMAR, THE**—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsen—5349 (12-1-65)—Action packed war adventure should have wide appeal  
 66015 **KING RAT**—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's  
 66022 **LIFE AT THE TOP**—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At The Top"—English-made—(Royal Films Int.)  
 66052 **LITTLE ONES, THE**—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made  
 67001 **LOST COMMAND**—MD—129m.—(PV; C)—Anthony Quinn, Alain Delon, Michele Morgan—5405 (5-25-66)—Interesting action entry—Filmed abroad  
 66012 **MAGIC WORLD OF TOPO GIGIO, THE**—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)—For the fry—Filmed in Italy; English language  
 66009 **MICKEY ONE**—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention  
 66029 **RIDE BEYOND VENGEANCE**—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—Superior adventure drama could be a real sleeper  
 66022 **SILENCERS, THE**—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-spy entry should be big crowd pleaser  
 66024 **STUDY IN TERROR**—A—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sherlock Holmes vs Jack The Ripper fine for mystery fans—English-made  
 66018 **THAT MAN IN ISTANBUL**—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-fast spoof on secret agents will delight audiences—Filmed abroad  
 65027 **THESE ARE THE DAMNED**—D—77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made  
 66011 **TREASURE OF SILVER LAKE**—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad  
**THREE ON A COUCH**—C—109m.—(PC)—Jerry Lewis, Janet Leigh—5409 (6-8-66)—Jerry Lewis is back  
 66027 **TROUBLE WITH ANGELS, THE**—C—112m.—(PC)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—Fine film for the family with star names to help  
 66014 **WINTER A-GO-GO**—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen set  
 66016 **YOU MUST BE JOKING**—C—100m.—Michael Callan, Lionel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import—English-made

## COMING

**ALVAREZ KELLY**—(PV; C)—William Holden, Richard Widmark, Janice Rule  
**BIRDS DO IT**—(C)—Soupy Sales, Tab Hunter, Doris Dowling  
**CASINO ROYALE**—(PV; C)—Peter Sellers, David Niven, Ursula Andress  
**DEADLY AFFAIR, THE**—(C)—James Mason, Simone Signoret, Maximilian Schell  
**DIVORCE AMERICAN STYLE**—(C)—Dick Van Dyke, Debbie Reynolds, Jason Robards  
**ELI KOTCH**—(C)—James Coburn, Camilla Sparv, Aldo Ray  
**EVERY DAY IS A HOLIDAY**—(C)—Marisol, Angel Peralta—Spanish-made  
**FRONTIER HELLCAT**—(CS; C)—Elke Sommer, Stewart Granger  
**GEORGY GIRL**—James Mason, Lynn Redgrave—English-made  
**IT'S WHAT'S HAPPENING**—(PV; C)—Anthony Quinn, Martha Hyer  
**KISS THE GIRLS AND MAKE THEM DIE**—(C)—Michael Connors, Dorothy Provine  
**LAST OF THE RENEGADES**—(CS; C)—Lex Barker  
**LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon  
**MAN CALLED FLINTSTONE, THE**—(C)—Cartoon Feature  
**MAN FOR ALL SEASONS, A**—(C)—Paul Scofield, Wendy Hiller—English-made  
**MYSTERY OF THUG ISLAND, THE**—(C)—Guy Madison—English-made  
**NIGHT OF THE GENERALS, THE**—(PV; C)—Peter O'Toole, Omar Sharif  
**PROFESSIONALS, THE**—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale  
**RAGE, THE**—(TC)—Glenn Ford, Stella Stevens  
**TAMING OF THE SHREW, THE**—(PV; C)—Richard Burton, Elizabeth Taylor  
**TRAITOR'S GATE**—Gary Raymond, Catherlne VonSchell—English-made



WALK, DON'T RUN—(C)—Cary Grant, Samantha Eggar, Jim Hutton  
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 8¾—C—98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made  
CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made  
DR. WHO AND THE DALEKS—MD—85m.—(TC; TS)—Peter Cushing, Roy Castle—5405 (5-25-66)—Well made import could trigger popular series—English-made  
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—Study of the modern world's Stone age people—Foreign-made  
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English  
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—Effective, simple religious offering for selective audiences—Italian-made; English titles  
GULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C)—Produced by Hiroshi Okawa—5398 (5-11-66)—Good for kiddies and family trade—Japanese-made; English dialogue  
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-13-66)—Moderately interesting import—French-made; English titles  
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art spots—Japanese-made; English titles  
MC GUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-made meller may have heavy going in U.S.—English-made  
RAILROAD MAN, THE—D—105m.—Pietro Germi, Luisa Della Noce, Sylva Koscina—5339 (10-20-65)—Fine Import—Italian-made; English titles  
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language  
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made  
WALK IN THE SHADOW—D—93m.—Michael Craig, Janet Munro, Patrick McGeehan—5373 (2-16-66)—Effective drama—English-made

### COMING

OMICRON—Renato: Salvatori  
LOLLIPOP COVER—Don Gordon  
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made  
WORLD'S GREATEST SWINDLES—International Cast

## EMBASSY

604 BILLY THE KID VS DRACULA—W—72m.—(PC)—Chuck Courtney, John Carradine, Melinda Plowman—5409 (6-8-66)—Novel western is exploitable  
509 CASANOVA '70—C—113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles  
511 DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made  
610 EYE FOR AN EYE, AN—W—92m.—(PC)—Robert Lansing, Slim Pickens, Gloria Talbott—5409 (6-8-66)—Okay western for the program  
560 FASCIST, THE—CD—102m.—Tognazzi, Georges Wilson—5297 (7-7-65)—Amusing tale of ironies of war—Italian-made; English titles  
512 GIT!—D—92m.—(TC)—Jack Chaplain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences  
505 ITALIANO BRAVA GENTE—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—Filmed abroad; English titles  
605 JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—W—82m.—(PC)—John Lupton, Cal Bolder, Narda Onyx—5410 (6-8-66)—Novel western is exploitable  
651 JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC—87m.—(Partly in color)—Narrated by Gregory Peck—5385 (3-30-66)  
504 LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English  
602 OSCAR, THE—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good, adult drama of a Hollywood heel  
510 REQUIEM FOR A GUNFIGHTER—W—91m.—(TS; TC)—Rod Cameron, Stephen McNally—5297 (7-7-65)—Fair western  
601 2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)—Spoof of spies offers cute entertainment—English-made  
514 10TH VICTIM, THE—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat Import offers different kind of entertainment—Italian-made; English titles and dialogue  
513 VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

### COMING

CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner  
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford  
IDOL, THE—Jennifer Jones, John Leyton—English-Made  
JACK FROST—(C)—Natalya Sedykh—Soviet-made  
MAIN CHANCE, THE—Gregoire Aslan, Tracy Reed  
MAN CALLED ADAM, A—Sammy Davis, Jr., Louis Armstrong, Ossie Davis  
MAD MONSTER PARTY—(Animagic) Boris Karloff  
O.S.S. 119 MISSION FOR A KILLER—(CS)—Frederick Stafford—French-made  
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer  
PISTOL FOR RINGO—(C)—Montgomery Wood—Italian-made  
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch  
ROMEO AND JULIET—(C)—Margot Fonteyn, Rudolf Nureyev—English-made  
SHOOT LOUDER. I DON'T UNDERSTAND—(C)—Marcello Mastroianni—Italian-made  
SPY WITH A COLD NOSE—Lawrence Harvey, Daliah Lavi, Lionel Jeffries  
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten  
WACKY WORLD OF MOTHER GOOSE—(PC)—Fairy Tale

## MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

6607 ALPHABET MURDERS, THE—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-it for the program—English-made  
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest  
6505 CINCINNATI KID, THE—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme  
DOCTOR ZHIVAGO—D—197m.—(PV; C)—Omar Sharif, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High rating entertainment—Filmed abroad  
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—Entertaining comedy romance  
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parisy—5325 (9-22-65)—Neat adventure import—French-made; English titles  
6606 HARUM SCARUM—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof helped by Presley draw  
6609 HILL, THE—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grim drama of life in a military prison—English-made  
6618 HOLD ON—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's Hermits  
LADY L—C—107m.—(PV; EC)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has angles and names  
6608 LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs  
6603 LOVED ONE, THE—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences  
6613 MADE IN PARIS—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertaining tale of romance, high fashion  
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audiences and children—Made in India  
6612 MONEY TRAP, THE—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—Fine cast boosts taut drama of crooked cops  
6619 NORTH BY NORTHWEST—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High rating, entertaining Hitchcock entry—Reissue

## F

Face of Fu Manchu, The ..... AI For.  
●Fantastic Voyage ..... Fox  
Fantomas ..... AI For.  
●Fahrenheit 451 ..... U  
Fascist, The ..... EMB.  
Faster Pussycat, Kill, Kill ..... Misc.  
Father Of A Soldier ..... For.  
Fiendish Ghouls, The ..... For.  
●52 Miles To Terror ..... MGM  
●Fighting Prince of Donegal, The .. BV  
Fine Madness, A ..... B WB  
Finger On the Trigger ..... AA  
●Fireball 500 ..... AIP  
Flame and the Fire ..... A4 Cont.  
Flight Of The Phoenix, The ..... A1 Fox  
●Follow Me, Boys ..... BV  
●Fortune Cookie, The ..... UA  
Frankenstein Conquers The World .. AIP  
Frankenstein Meets the Space Monsters ..... AA  
Frankie and Johnny ..... A2 UA  
Friends of the Family ..... A3 For.  
●Frontier Hellcat ..... Col.  
●Funeral In Berlin ..... Par.  
●Funny Thing Happened On the Way To The Forum, A ..... UA

## G

●Gambit ..... U  
●Georgy Girl ..... Col.  
Ghidrah, The Three-Headed Monster ..... A2 Cont.  
Ghost and Mr. Chicken, The ..... A1 U  
Ghost in the Invisible Bikini ..... AI  
Girl Getters, The ..... A3 AI  
Gitl ..... AI EMB  
Glass Bottom Boat, The ..... A2 MGM  
Glory Guys, The ..... A2 UA  
●Gnomobile, The ..... BV  
Gospel According To St. Matthew ..... A1 Cont.  
Great Race, The ..... AI WB  
Great Sioux Massacre, The ..... A2 Col.  
Great Spy Chase, The ..... A3 AI  
Greed In The Sun ..... A3 MGM  
Group, The ..... B UA  
Gulliver's Travels Beyond the Moon Cont.  
Gunmen Of The Rio Grande ..... AA  
Gunpoint ..... AI U  
Guns of Navarone, The-Re. .... AI Col.

## H

Hamlet ..... UA  
Hansel and Gretel ..... AI For.  
●Happiest Millionaire, The ..... BV  
Harlow ..... A3 Par.  
Harper ..... A3 WB  
Harum Scarum ..... A2 MGM  
Harvey Middleman, Fireman .... A2 Col.  
Having A Wild Weekend ..... A3 WB  
●Hawaii ..... UA  
Help! ..... AI UA  
Hercules Against the Moon Men ... For.  
Heroes Of Telemark ..... A2 Col.  
Hill, The ..... A4 MGM  
Hold On! ..... A1 MGM  
●Hombre ..... Fox  
●Honey Pot, The ..... UA  
●Horrors Of Spider Island ..... Misc.  
●Hotel ..... WB  
●Hotel Paradiso ..... MGM  
Hours Of Love, The ..... For.  
How Not To Rob A Department Store ..... For.  
●How To Steal A Million ..... Fox  
How To Stuff A Wild Bikini ..... B A-1  
●How To Succeed In Business Without Really Trying ..... UA  
Human Duplicators ..... AA

## I

●Idol, The ..... A3 Emb.  
●Incident At Phantom Hill, The .. AI U  
Inside Daisy Clover ..... A3 WB  
Ipcress File, The ..... A2 U  
●Is Paris Burning? ..... Par.  
Italiano Brava Gente ..... A3 EMB  
●It's What's Happening ..... Col.

## J

●Jack Frost ..... EMB  
Jesse James Meets Frankenstein's Daughter ..... A2 Emb.  
John F. Kennedy: Years of Lightning, Day of Drums ... A1 Emb.  
Johnny Nobody ..... A2 For.  
Johnny Reno ..... A2 Par.  
Johnny Tiger ..... A3 U  
Judex ..... A2 Cont.



Judith ..... A2 Par.  
Juliet of the Spirits ..... A4 For.  
●Jungle Book, The ..... BV

## K

●Kaleidoscope ..... WB  
●Khartoum ..... UA  
●Kid Rodelo ..... A2 Par.  
King And Country ..... A3 AIP  
King Kong Vs Godzilla-Re. .... A1 U  
●King of Hearts, The ..... UA  
King Rat ..... A3 Col.  
●Kiss the Girls and Make Them Die. Col.  
Knack, The ..... A4 UA  
Knockout ..... Misc.  
Kwaidan ..... A2 Cont.

## L

La Boheme ..... A2 WB  
La Dolce Vita-Re ..... A4 AIP  
Lady L ..... B MGM  
La Fuga ..... C For.  
Las Vegas Hillbillies ..... A1 Misc.  
●Last of the Renegades ..... Col.  
Last of the Secret Agents, The .. B Par.  
Laurel and Hardy's Laughing 20's  
..... A1 MGM  
Leather Boys, The ..... A3 AA  
Lemonade Joe ..... AA  
●Let's Kill Uncle ..... A2 U  
Lt. Robin Crusoe, U.S.N. .... BV  
Life At The Top ..... A4 Col.  
Life Upside Down ..... For.  
●Liquidator, The ..... A3 MGM  
Little Nuns, The ..... A1 Emb.  
Little Ones, The ..... A2 Col.  
●Little Prince And The  
Eight-Headed Dragon, The ..... Col.  
Living It Up-Re ..... A1 Par.  
Lollipop ..... For.  
●Lollipop Cover ..... A2 Cont.  
Lord Love A Duck ..... A4 UA  
Lost Command, The ..... A3 Col.  
Love And Kisses ..... A2 U  
Love In Four Dimensions ..... C For.  
Loved One, The ..... B MGM

## M

Mad Executioners, The ..... A2 Par.  
●Mad Monster Party ..... EMB  
Madame X ..... A3 U  
Made In Paris ..... A3 MGM  
●Magic Weaver, The ..... A1 AA  
Magic World of Topo Gigio, The A1 Col.  
●Main Chance, The ..... EMB  
Male Companion ..... A3 For.  
●Man Called Adam, A ..... Emb.  
●Man Called Flintstone, The ..... Col.  
Man Could Get Killed, A ..... A2 U  
●Man For All Seasons, A ..... Col.  
Mandrakula ..... C For.  
●Marlo, The Magnificent ..... MGM  
Marriage On The Rocks ..... B WB  
●Matchless ..... U  
Maya ..... A1 MGM  
McGuire, Go Home ..... Cont.  
Merry Wives of Windsor, The .. A2 For.  
Mickey One ..... A3 Col.  
●Mister Buddwing ..... A3 MGM  
Modesty Blaise ..... A3 Fox  
Moment to Moment ..... A3 U  
●Monkeys Go Home ..... BV  
Monkey's Uncle, The ..... A1 BV  
Money Trap, The ..... B MGM  
Moonwolf ..... AA  
Morgan ..... A3 For.  
Morituri (The Saboteur) ..... A3 Fox  
Mozambique ..... B For.  
●Munster Go Home ..... U  
Murder Game, The ..... Fox  
Murder in Mississippi ..... Misc.  
Murieta ..... A1 WB  
Mutiny In Outer Space ..... AA  
My Fair Lady ..... A1 WB  
●My Last Duchess ..... Par.  
●Mystery of Thug Island, The .... A2 Col.

## N

Naked Prey, The ..... A3 Par.  
●Namu, The Killer Whale ..... UA  
Nanny, The ..... A3 Fox  
Nevada Smith ..... A3 Par.  
Never Too Late ..... A3 WB  
●Night of the Generals, The ..... Col.  
Night of The Grizzly ..... A1 Par.  
●Nightmare Castle ..... AA  
North By Northwest-Re ..... A3 MGM  
●Not With My Wife, You Don't .... WB

## O

●Oh Dad, Poor Dad, Mama's  
Hung You In the Closet and  
I'm Feeling So Sad ..... Par.

6602 ONCE A THIEF—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser  
6616 PATCH OF BLUE, A—105m.—(PV)—Sidney Poitier, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with exquisite taste and sure to please discriminating audiences  
SANDPIPER, THE—D—116m.—(PV; MC)—Elizabeth Taylor, Richard Burton—5297 (7-7-65)—Lush Taylor-Burton love story is boxoffice natural  
6604 SECRET OF MY SUCCESS, THE—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad  
6623 SECRET SEVEN, THE—MD—94m.—(TS; EC)—Tony Russel, Helga Line—5394 (4-27-66)—Plenty of action for the program—Italian-made  
6511 SEVEN WOMEN—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission trouble in China has angles and interest  
6617 SINGING NUN, THE—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)—Warm, tuneful combination of religion and music  
6621 SON OF A GUNFIGHTER—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)—Satisfactory western meller for the action program  
6620 SPY WITH MY FACE, THE—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—Video hero in action on big screen  
6622 TIKO AND THE SHARK—NOV.—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type audiences; art houses—Filmed in French Polynesia  
6624 TO TRAP A SPY—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends upon tv's "Man From U.N.C.L.E." popularity  
6615 WHERE THE SPIES ARE—MD—110m.—(PV; MC)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adventure thriller—Filmed abroad  
6610 WHEN THE BOYS MEET THE GIRLS—MU—110m.—(PV; MC)—Connie Francis, Harve Pressnell, Herman's Hermits—5351 (12-1-65)—Lightweight musical with appeal for younger set

## COMING

BIGGEST BUNDLE OF THEM ALL, THE—(PV; C)—Robert Wagner, Raquel Welch  
DANGEROUS DAYS OF KIOWA JONES—Robert Horton, Diane Baker, Sal Mineo  
DIRTY DOZEN, THE—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker  
52 MILES TO TERROR—Dana Andrews, Jeanne Crain  
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida  
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
MARLO, THE MAGNIFICENT—Omar Shariff, Orson Welles  
MISTER BUDDWING—James Garner, Jean Simmons, Suzanne Pleshette  
PENELOPE—(PV; MC)—Natalie Wood, Dick Shawn, Peter Falk  
SPINOUT—(MC; PV)—Elvis Presley  
THIS WAY OUT, PLEASE—(PU; MC)—Sandra Dee, George Hamilton, Celeste Holm  
THREE BITES OF THE APPLE—(PV; C)—David McCallum, Sylva Koscina  
2001—A SPACE ODYSSEY—(SP; C)—Gary Lockwood, Keir Dullea  
VAMPIRE KILLERS, THE—(C)—Sharon Tate, Jack MacGowan  
VENETIAN AFFAIR, THE—(MC; PV)—Robert Vaughn, Elke Sommer

## PARAMOUNT

### DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 ALL THE WAY (THE JOKER IS WILD)—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394 (4-27-66)—Joe E. Lewis biography is entertaining—Reissue  
6519 APACHE UPRISING—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western bolstered by cast of old friends  
6515 BEACH BALL—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5530 (10-6-65)—Okay entry for teen set  
R6529 BELLBOY, THE—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue  
6508 BOEING, BOEING—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers in furious frolic about sex  
R6505 BREAKFAST AT TIFFANY'S—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots  
R6535 COME BLOW YOUR HORN—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very funny comedy should roll to top returns—Reissue  
6423 HARLOW—D—125m.—(PV; TC)—Carroll Baker, Martin Belsam, Red Buttons—5297 (7-7-65)—Well-made, interesting biofilm about yesterday's love goddess  
6523 JOHNNY RENO—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has "names to help"  
6520 JUDITH—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of early days of Israel and some of its people—Filmed in Israel  
6518 KID RODELO—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama okay for program—Filmed abroad  
6527 LAST OF THE SECRET AGENTS, THE?—C—90m.—(TC)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—Generally amusing comedy  
R6502 LIVING IT UP—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue  
6516 MAD EXECUTIONERS, THE—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to carry lower half—Foreign-made dubbed in English  
6525 NAKED PREY, THE—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry contains fine photography, plenty of action  
6532 NEVADA SMITH—W—128m.—(PV; C)—Steve McQueen, Karl Malden, Suzanne Pleshette—5410 (6-8-66)—Good western has names and action  
6526 NIGHT OF THE GRIZZLY, THE—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-66)—Good adventure film  
R6537 ONE-EYED JACKS—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive western—Reissue  
6531 PARADISE, HAWAIIAN STYLE—MU—91m.—(TC)—Elvis Presley, Suzanna Leigh—5410 (6-8-66)—Presley sings again  
R6501 PARDNERS—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music  
6504 PROMISE HER ANYTHING—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany way-out farce with appeal for young adults—English-made  
6530 PSYCHOPATH, THE—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interesting thriller—Filmed abroad  
6507 RED LINE 7000—MD—110m.—(TC)—Gail Hire, James Ward—5343 (11-3-65)—Auto race grinder offers kicks for teens, immature adults  
6510 REVENGE OF THE GLADIATORS—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English  
R6506 SABRINA—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue  
6514 SANDS OF THE KALAHARI—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (1-1-65)—Effective drama of human savagery in the struggle for survival—Made in Africa  
6511 SEVEN SLAVES AGAINST THE WORLD—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans—Italian-made; dubbed in English  
R6522 SHANE—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor classic—Reissue  
6503 SITUATION HOPELESS—BUT NOT SERIOUS—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65)—Entertaining entry—Filmed abroad  
6513 SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad  
6517 SLENDER THREAD, THE—D—98m.—Sidney Poitier, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller  
6421 SONS OF KATIE ELDER, THE—W—122m.—(PV; TC)—John Wayne, Dean Martin, Martha Hyer—5298 (7-7-65)—Very good big scale western  
6509 SPY WHO CAME IN FROM THE COLD, THE—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interesting filmization of best seller—Filmed abroad  
R6524 TEN COMMANDMENTS, THE—D—219m.—(VV; TC)—Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—One of the top entertainments of all time—Reissue  
6512 TOWN TAMER—W—89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western  
R6528 VISIT TO A SMALL PLANET—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue

## COMING

ALFIE—(TS; TC)—Michael Caine, Shelley Winters—English-made  
ASSAULT ON A QUEEN—(TC)—Frank Sinatra, Verna Lisi, Tony Franciosa  
DEADLY BEES, THE—(TC)—Suzanne Leigh, Frank Finlay—English-made  
ELDORADO—(TC)—John Wayne, Robert Mitchum, Michele Carey  
FUNERAL IN BERLIN—(C)—Michael Caine, Eva Renzi  
IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron  
OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters



RED TOMAHAWK—(TC)—Howard Keel, Joan Caulfield  
SECONDS—Rock Hudson, Salome Jens  
SPIRIT IS WILLING, THE—(TC)—Sid Caesar, Vera Miles, Cass Daley  
SWINGER, THE—(TC)—Tony Franciosa, Ann-Margaret  
THIS PROPERTY IS CONDEMNED—(TS; TC)—Natilie Wood, Robert Redford  
WACO—(TC)—Howard Keel, Jane Russell  
WARNING SHOT—(TC)—David Janssen, Eleanor Parker  
VULTURE, THE—(TC)—Robert Hutton, Broderick Crawford, Diane Clare  
YOU JUST KILL ME—(PV)—Tony Curtis, Rosanna Schiaffino

## 20TH CENTURY-FOX

DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 AGONY AND THE ECSTASY, THE—D—123m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works  
527 CAVERN, THE—D—83m.—John Saxon, Brian Aherne, Roseanna Schiaffino—5346 (11-17-65)—Fair war programmer—Filmed abroad  
517 CURSE OF THE FLY, THE—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made  
518 DEVILS OF DARKNESS—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad  
530 DO NOT DISTURB—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner  
604 DRACULA—PRINCE OF DARKNESS—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made  
602 FLIGHT OF THE PHOENIX, THE—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama  
611 MODESTY BLAISE—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made  
520 MORITURI (THE SABOTEUR)—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship  
MURDER GAME, THE—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made  
526 NANNY, THE—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made  
601 OUR MAN FLINT—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines  
605 PLAGUE OF THE ZOMBIES, THE—MD—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made  
608 RASPUTIN—THE MAD MONK—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made  
609 REPTILE, THE—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made  
529 RETURN OF MR. MOTO, THE—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry  
523 REWARD, THE—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimeux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama  
SABOTEUR, THE—See Morituri  
555 SOUND OF MUSIC, THE—MU—174m.—(Todd-AO; DC)—Julle Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
528 SPACEFLIGHT IC-1—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England  
STAGECOACH—OD—114m.—(CS; DC)—Ann-Margret, Red Buttons, Michael Connors—5406 (5-25-66)—Interesting, oft-times absorbing western  
WEEKEND AT DUNKIRK—D—101m.—(Franscope; DC)—Jean-Paul Belmondo, Catherine Spaak—5406 (5-25-66)—Okay import—Filmed abroad; dubbed in English

### COMING

BATMAN—(WS; C)—Adam West, Burt Ward, Cesar Romero  
BIBLE, THE—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston  
BLUE MAX, THE—(CS; DC)—George Peppard, James Mason, Ursula Andress  
CONVICT STAGE—Harry Lauter, Donald Barry  
EL GRECO—(C)—Mel Ferrer, Rosanna Schiaffino  
FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
HOMBRE—(PV; C)—Paul Newman, Diane Cilento  
HOW TO STEAL A MILLION—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer  
ONE MILLION YEARS B. C.—(CS; DC)—John Richardson, Raquel Welch  
PREHISTORIC WOMEN—(CS; C)—Martine Beswick, Michael Latimer—English-made  
SAND PEBBLES, THE—(Todd-Ao; DC)—Steven McQueen, Candice Bergen, Richard Attenborough  
SMOKY—(C)—Fess Parker, Diana Hyland  
TWO FOR THE ROAD—(C)—Audrey Hepburn, Albert Finney  
WAY, WAY OUT—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn  
WITCHES, THE—(WS; C)—Joan Fontaine, Alec McGowen

## UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 BILLIE—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw  
6611 BOY, DID I GET A WRONG NUMBER—C—99m.—(DC)—Bob Hope, Elke Sommer, Phyllis Diller—5411 (6-8-66)—Moderately amusing nonsense in the Hope style—Small  
6606 CAST A GIANT SHADOW—MD—136m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action  
6608 DON'T WORRY, WE'LL THINK OF A TITLE—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-66)—Comedy will have to depend on names—Schenck  
6609 DUEL AT DIABLO—W—103m.—(DC)—James Garner, Sidney Poitier, Bibi Andersson—5406 (5-25-66)—Effective action entry of cavalry vs Apaches  
6605 FRANKIE AND JOHNNY—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small  
6511 GLORY GUYS, THE—CD—112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven  
6604 GROUP, THE—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman  
6607 HAMLET—D—148m.—Innokentii Smokturnovsky—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles  
6513 HELPI—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad  
790 KNACK, THE—AND HOW TO GET IT—C—84m.—Rita Tushingham, Ray Brooks, Michael Crawford—5299 (7-7-65)—Wacky Comedy seems good bet for art and specialty spots—English-made—Lopert  
6602 LORD LOVE A DUCK—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston  
6504 RAGE TO LIVE, A—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch  
6515 RETURN FROM THE ASHES—D—105m.—(PV)—Maximillian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-10-65)—Intriguing drama—Filmed abroad—Mirisch  
6612 RUSSIANS ARE COMING, THE RUSSIANS ARE COMING, THE—C—126m.—(PV; DC)—Carl Reiner, Eva Marie Saint, Alan Arkin—5407 (5-25-66)—A very funny film  
6601 THOUSAND CLOWNS, A—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of state play—Harrell  
6517 THUNDERBALL—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman  
6603 VIVA MARIA—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs

### COMING

AMBUSH BAY—Hugh O'Brian, Mickey Rooney—Courageous  
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
DOLLAR A HEAD, A—(EC; TS)—Burt Reynolds, Tanya Lopert  
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford

● Oh! Those Most Secret Agents AA  
● Omicron ..... Cont.  
● Once A Thief ..... A3 MGM  
● Once Upon An Island ..... AA  
● One-Eyed Jacks-Re. .... A3 Para.  
● One Million Years B. C. .... Fox  
● Operation C.I.A. .... A2 AA  
● Oscar, The ..... B EMB  
● Othello ..... A2 WB  
● O.S.S. 117—Mission For A Killer ... EMB  
● Our Man Flint ..... B Fox  
● Out of Sight ..... A2 U

P

● Pad, The ..... A3 U  
● Paradise, Hawaiian Style ..... A1 Par.  
● Partners-Re ..... A1 Par.  
● Party's Over, The ..... AA  
● Patch of Blue, A ..... A3 MGM  
● Penelope ..... MGM  
● Picture Mommy Dead ..... Emb.  
● Pinocchio In Outer Space ..... A1 U  
● Pistol For Ringo ..... EMB  
● Place Called Glory, A ..... EMB  
● Plague of the Zombies, The .... A2 Fox  
● Planet of the Vampires, The .... A2 A1  
● Playground, The ..... Misc.  
● Prehistoric Women ..... Fox  
● Professionals, The ..... Col.  
● Promise Her Anything ..... A3 Par.  
● Psychopath, The ..... A2 Par.  
● Pusycat Alley ..... For.

Q

Queen of Blood ..... A1 A1

R

Racing Fever ..... B AA  
● Rage, The ..... Col.  
● Rage To Live, A ..... A3 UA  
● Railroad Man, The ..... A2 Cont.  
● Rare Breed, The ..... A1 U  
● Ravagers, The ..... For.  
● Rasputin—The Mad Monk ..... B Fox  
● Red Line 7000 ..... B Par.  
● Red Tomahawk ..... Par.  
● Reptile, The ..... A2 Fox.  
● Repulsion ..... C For.  
● Requiem For A Gun Fighter .. A1 EMB  
● Return From The Ashes ..... A3 UA  
● Return of Mr. Moto ..... B Fox  
● Return of the Seven ..... UA  
● Revenge of The Gladiators, The . A2 Par.  
● Reward, The ..... A2 Fox  
● Ride Beyond, Vengeance ..... A3 Col.  
● River of Dollars, A ..... UA  
● Romeo and Juliet ..... EMB  
● Rope of Flesh ..... Misc.  
● Russians Are Coming, The ..... UA

S

Saboteur, The (see Morituri) ..... Fox  
● Sabrina-Re ..... B Par.  
● Sailor From Gibraltar ..... UA  
● Sand Pebbles, The ..... Fox  
● Sandpiper, The ..... B MGM  
● Sands of Beersheba ..... AIP  
● Sandra ..... For.  
● Sands of The Kalahari ..... A3 Par.  
● 2nd Best Secret Agent In The Whole Wide World ..... A3 EMB  
● Seconds ..... B Par.  
● Secret Agent Fireball ..... A2 A1  
● Secret Agent Super Dragon ..... For.  
● Secret Of My Success, The .. A2 MGM  
● Secret Seven, The ..... A1 MGM  
● Sergeant Deadhead ..... A3 A1  
● Seven Slaves Against The World A2 Par.  
● Seven Women ..... B MGM  
● Shakespeare Wallah ..... A3 Cont.  
● Shane-Re ..... A2 Par.  
● Shepherd Girl, The ..... For.  
● Shop on Main Street, The ..... A3 For.  
● Shoot Louder, I Don't Understand .. EMB  
● Silencers, The ..... B Col.  
● Singing Nun, The ..... A1 MGM  
● Situation Hopeless But Not Serious ..... A2 Par.  
● Skull, The ..... A2 Par.  
● Sleeping Beauty ..... A1 For.  
● Sleeping Beauty, The ..... A1 For.  
● Sleeping Car Murder, The ..... B For.  
● Slender Thread, The ..... A2 Par.  
● Smoky ..... Fox.  
● Snow White ..... A1 For.  
● Son Of A Gunfighter ..... A1 MGM  
● Sons Of Katie Elder, The ..... A1 Par.  
● Sound Of Music, The ..... A1 Fox  
● Southwest To Sonora ..... U  
● Space Flight IC-1 ..... B Fox  
● Spinout ..... MGM  
● Spirit Is Willing, The ..... Par.  
● Spy In Your Eye ..... A2 A1  
● Spy Who Came In From The Cold, The ..... A3 Par.



● Spy With A Cold Nose ..... EMB.  
 Spy With My Face, The ..... B MGM  
 Stagecoach ..... A2 Fox.  
 Stop the World—I Want To  
 Get Off ..... A3 WB  
 Study In Terror, A ..... Col.  
 Sucker, The ..... For.  
 Swedish Wedding Night ..... C For.  
 ● Swinger, The ..... Par.  
 Swinger's Paradise ..... A1 A1

## T

Tatty And The Jungle Hunter.. A1 UA  
 ● Taming of the Shrew, The ..... Col.  
 ● Tarzan and the Valley of Gold .. A1 AIP  
 Take It All ..... C For.  
 Ten Commandments, The-Re ... A1 Par.  
 Ten Little Indians ..... A3 For.  
 ● 10:30 P.M. SUMMER ..... UA  
 Tenth Victim, The ..... B Emb.  
 Terror In The City ..... A3 AA  
 ● Texas Across The River ..... U  
 That Darn Cat ..... A1 BV  
 That Funny Feeling ..... A2 U  
 That Man In Istanbul ..... A3 Col.  
 These Are The Damned ..... A3 Col.  
 Third Day, The ..... A3 WB  
 ● This Property Is Condemned .... B Par.  
 This Way Out, Please ..... MGM  
 ● Thoroughly Modern Mille ..... U  
 Thousand Clowns, A ..... A3 UA  
 ● Three Bites of the Apple ..... MGM  
 Three On A Couch ..... Col.  
 Thunderball ..... A3 UA  
 Tiko and the Shark ..... A1 MGM  
 Time Of Indifference ..... B Cont.  
 To Trap A Spy ..... A3 MGM  
 ● Tobruk ..... U  
 ● Tokyo Olympiad ..... AIP  
 ● Town Curtain ..... U  
 Town Tamer ..... A2 Par.  
 ● Traitor's Gate ..... Col.  
 ● Trampers, The ..... Emb.  
 Treasure Of Silver Lake ..... A1 Col.  
 Trouble With Angels, The ..... A1 Col.  
 ● 2001—A Space Odyssey ..... MGM  
 ● Two For The Road ..... Fox

## U

Ugly Dachshund, The ..... A1 BV  
 Underworld Informers ..... A2 Cont.  
 Up To His Ears ..... For.

## V

● Vampire Killers, The ..... MGM  
 ● Venetian Affair, The ..... MGM  
 Very Special Favor, A ..... A3 U  
 Village Of The Giants ..... B Emb.  
 Visit To A Small Planet-Re. .... A2 Par.  
 Viva Maria ..... B UA  
 ● Vulture, The ..... A1 Par.

## W

● Waco ..... A2 Par.  
 ● Wacky World of Mother Goose ... Emb.  
 ● Walk, Don't Run ..... Col.  
 Walk In The Shadow ..... A2 Cont.  
 War Lord, The ..... A3 U  
 ● War—Italian Style ..... AIP  
 ● Warning Shot ..... Par.  
 ● Way, Way Out ..... Fox  
 Weekend At Dunkirk ..... A3 Fox  
 Weird, Wicked World ..... For.  
 ● What Did You Do In The  
 War, Daddy ..... UA  
 ● What's Up Tiger Lilly? ..... AIP  
 When The Boys Meet The Girls A3 MGM  
 Where The Spies Are ..... A3 MGM  
 ● Who's Afraid Of Virginia Woolf? .. WB  
 Who Killed Teddy Bear? ..... B Misc.  
 W.I.A. (Wounded In Action) .... For.  
 ● Wild Angels, The ..... AIP  
 Wild On The Beach ..... A2 Fox  
 Wild, Wild Winter ..... A2 U  
 ● Willie and the Yank ..... BV  
 Winter A-Go-Go ..... A2 Col.  
 ● Witches, The ..... Fox  
 ● World's Greatest Swindles ..... Cont.  
 ● Wrong, Box, The ..... Col.

## Y

Year of the Horse, The ..... Misc.  
 ● You Just Kill Me ..... Par.  
 You Must Be Joking ..... A1 Col.  
 Young World, A ..... C For.

FORTUNE COOKIE, THE—Jack Lemmon, Walter Matthau  
 HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch  
 HONEY POT, THE—Rex Harrison, Susan Hayward, Maggie Smith—Felman  
 HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING—(PV; DC)—Robert Morse, Rudy Vallee—Mirisch  
 KHARTOUM—(Cinerama, PV 70, TC)—Charlton Heston, Laurence Olivier  
 KING OF HEARTS, THE—(C)—Alan Bates, Jean-Claude Brialy  
 MATCHLESS—Patrick O'Neal, Ira Von Furstenberg—DeLaurentis  
 NAMU, THE KILLER WHALE—(C)—Robert Lansing  
 RETURN OF THE SEVEN—(PV, EC)—Yul Brynner, Robert Fuller—Mirisch  
 RIVER OF DOLLARS, A—(TS; TC)—Tom Hunter, Henry Silva  
 SAILOR FROM GIBRALTAR—Jeanne Moreau, Ian Bannen  
 10:30 P.M. SUMMER—Melina Mercouri, Peter Finch—Woodfall  
 WHAT DID YOU DO IN THE WAR, DADDY?—(C)—James Coburn, Dick Shawn—Mirisch

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

6604 AGENT FOR H.A.R.M.—MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-9-66)—Fair programmer  
 AND NOW MIGUEL—D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry for youngsters and family trade  
 ARABESQUE—CD—105m.—(TC; PV)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-drama has potent cast—Made in England  
 BLINDFOLD—CMD—102m.—(PV; TC)—Rock Hudson, Claudia Cardinale, Jack Warden—5407 (5-25-66)—Entertaining entry mixes mystery and laughs  
 6606 BOY CRIED MURDER, THE—D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay programmer  
 6612 BRIDES OF DRACULA, THE—MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror entry—English-made; Reissue  
 6525 DARK INTRUDER—MD—59m.—Leslie Nielson, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler  
 6609 GHOST AND MR. CHICKEN, THE—C—90m.—(TC; TS)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute programmer for family trade  
 6610 GUNPOINT—W—86m.—(TC)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western  
 6524 IPCRESS FILE, THE—MD—108m.—(TS; TC)—Michael Caine, Nigel Green—5298 (7-7-65)—Good espionage entry—English-made  
 6608 JOHNNY TIGER—D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for good program  
 6411 KING KONG VS GODZILLA—MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry for program—Japanese-made—Reissue  
 6527 LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry with angles for teens  
 6605 MADAME X—D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is great for femmes  
 6607 MAN COULD GET KILLED, A—CMD—99m.—(TC; PV)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)—Top cast in romantic spy spoof—Filmed abroad  
 6601 MOMENT TO MOMENT—D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story with involvements could attract femmes  
 OUT OF SIGHT—CMU—90m.—(TC)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401 (5-11-66)—Beach type rock 'n' roller for program  
 6528 PINOCCHIO IN OUTER SPACE—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon fun entry for Xmas release  
 6603 RARE BREED, THE—D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and romance mixture offers adequate entertainment  
 6523 THAT FUNNY FEELING—C—93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry  
 6520 VERY SPECIAL FAVOR, A—C—104m.—(TC)—Rock Hudson, Leslie Caron, Charles Boyer—5298 (7-7-65)—A very funny comedy  
 6526 WAR LORD, THE—MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again  
 6602 WILD, WILD WINTER—CMU—80m.—(TC; TS)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for lower half

### COMING

BEARDLESS WARRIORS, THE—(C)—James Drury, Steve Carlson  
 BEAU GESTE—(TC; TS)—Telly Savalas, Doug McClure, Leslie Nielsen  
 COUNTESS FROM HONG KONG, A—(TC)—Marlon Brando, Sophia Loren  
 FARENHEIT 451—(TC)—Julie Christie, Oskar Werner  
 GAMBIT—(TC)—Shirley MacLaine, Michael Caine  
 INCIDENT AT PHANTOM HILL, THE—(TC; TS)—Robert Fuller, Jocelyn Lane  
 LET'S KILL UNCLE—(TC)—Nigel Green, Mary Badham  
 MUNSTER GO HOME—(C)—Fred Gwynne, Yvonne DeCarlo, Terry Thomas  
 PAD, THE—(TS; TC)—Brian Bedford, Julie Sommars  
 SOUTHWEST TO SONORA—(TS; TC)—Marlon Brando, John Saxon  
 TEXAS ACROSS THE RIVER—(TC)—Dean Martin, Alain Delon, Rosemary Forsyth  
 THOROUGHLY MODERN MILLIE—(TC)—Julie Andrews, James Fox  
 TOBRUK—(TC)—Rock Hudson, George Peppard, Nigel Green  
 TORN CURTAIN—(TC)—Paul Newman, Julie Andrews

## WARNER BROS.

### DISTRIBUTED DURING THE PAST 12 MONTHS

555 BATTLE OF THE BULGE—D—162m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan—5359 (12-29-65)—War film has angles  
 559 BIG HAND FOR THE LITTLE LADY, A—C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401 (5-11-66)—Highly entertaining comedy features virtuoso performances  
 560 FINE MADNESS, A—CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce will titillate mature audiences  
 553 GREAT RACE, THE—C—150m.—(PV; TC)—Jack Lemmon, Tony Curtis, Natalie Wood—5298 (7-7-65)—Comedy blockbuster is headed for the top  
 557 HARPER—MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detective yarn  
 462 HAVING A WILD WEEKEND—C—91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made  
 556 INSIDE DAISY CLOVER—D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment  
 578 LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and culture lovers—Filmed in Italy  
 552 MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names  
 479 MY FAIR LADY—MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top  
 554 NEVER TOO LATE—C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5334 (11-3-65)—Amusing filmization  
 551 MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain  
 579 OTHELLO—D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shakespeare classic English-made  
 558 STOP THE WORLD—I WANT TO GET OFF—MU—98m.—(TC)—Tony Tanner, Millicent Martin—5391 (4-13-66)—Filmed stage musical for selective audiences—English-made  
 463 THIRD DAY, THE—D—119m.—(PV; TC)—George Peppard, Elizabeth Ashley—5299 (7-7-65)—Interesting drama

### COMING

AMERICAN DREAM, AN—(TC, WS)—Stuart Whitman, Janet Leigh, Eleanor Parker  
 ANY WEDNESDAY—(C)—Jane Fonda, Jason Robards  
 CHAMBER OF HORRORS—(TC)—Patrick O'Neal, Suzy Parker  
 COVENANT WITH DEATH, A—(C)—George Maharis, Laura Devon  
 HOTEL—(TC)—Rod Taylor, Catherine Spaak, Karl Malden  
 KALEIDOSCOPE—(WS; C)—Warren Beatty, Susannah York—English-made  
 NOT WITH MY WIFE, YOU DON'T—(PV; TC)—Tony Curtis, Verna Lisi  
 WHO'S AFRAID OF VIRGINIA WOOLF?—Elizabeth Taylor, Richard Burton



## MISCELLANEOUS

**ALICE IN WONDERLAND IN PARIS**—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-2-66)—Cute cartoon for kiddies—Childhood Productions  
**ALL MEN ARE APES**—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures  
**CINERAMA'S RUSSIAN ADVENTURE**—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow  
**FASTER, PUSSYCAT, KILL, KILL!**—MD—83m.—Tura Satana, Paul Trinka—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve  
**HORRORS OF SPIDER ISLAND**—MD—75m.—Alex D'Arcy, Barbara Valentine—5337 (10-20-65) Fair horror programmer—Pacemaker  
**KNOCKOUT**—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux  
**LAS VEGAS HILLBILLYS**—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner  
**MURDER IN MISSISSIPPI**—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme  
**PLAYGROUND, THE**—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-17-65)—Off-beat experimental drama for arty set—Jerand  
**ROPE OF FLESH**—M—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta  
**WHO KILLED TEDDY BEAR?**—D—90m.—Sal Mineo, Juliet Prowse, Jan Murray—5338 (10-20-65)—Offbeat treatment of sex psychopath's world will revulse many—Magna  
**YEAR OF THE HORSE, THE**—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ALPHAVILLE**—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-17-65)—Way-out import for way-out art fans—French made; English titles—Pathé Contemporary  
**BALLAD OF LOVE, A**—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino  
**BAND OF OUTSIDERS**—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films  
**BREMEN TOWN MUSICIANS, THE**—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood  
**CARRY ON CLEO**—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made  
**CLOPORTES**—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5402 (5-11-66)—Interesting import—French-made; English titles—Int. Classics  
**COAST OF SKELETONS**—MD—90m.—(TC; TS)—Richard Todd, Dale Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts  
**DEAR JOHN**—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III  
**ENOUGH ROPE**—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio  
**EVENING WITH THE ROYAL BALLET, AN**—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III  
**FACE OF FU MANCHU, THE**—MD—96m.—(TS; TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts  
**FANTOMAS**—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert  
**FATHER OF A SOLDIER**—D—83m.—Sergio Zakharadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino  
**FIENDISH GHOULS, THE**—MD—74m.—Peter Cushing—5338 (10-20-65)—Okay programmer for exploitation spots—English-made—Pacemaker  
**FRIEND OF THE FAMILY**—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—5352 (12-1-65)—Import devotees should find this interesting—French-made; English title—International Classics  
**HANSEL AND GRETEL**—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood  
**HERCULES AGAINST THE MOON MEN**—MD—90m.—(WS; C)—Alan Steel—5338 (10-20-65)—Okay entertainment for the program—Italian-made; dubbed in English—Governor  
**HOURS OF LOVE, THE**—D—89m.—(CS)—Ugo Tognazzi, Emmanuolo Riva—5338 (10-20-65) Fairly interesting import for art spots—Filmed abroad—English titles—Cinema V  
**HOW NOT TO ROB A DEPARTMENT STORE**—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Modestly amusing import—French-made; English titles—Artixio  
**JOHNNY NOBODY**—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion  
**JULIET OF THE SPIRITS**—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli  
**LA FUGA**—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics  
**LIFE UPSIDE DOWN**—D—93m.—Charles Denner, Anna Gaylor—5339 (10-20-65)—Drama dealing with mental deterioration holds interest—French-made; English titles—Landau  
**LOLLIPOP**—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times  
**LOVE IN FOUR DIMENSIONS**—CD—108m.—Carlo Giuffrè, Syola Koscina, Elena Martini—5339 (10-20-65)—Entertaining import compilation—Italian-made; English titles—Eldorado  
**MALE COMPANION**—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics  
**MANDRAGOLA**—CD—Rosanna Schiaffino, Philippe Leroy—5411 (6-8-66)—Strictly for the art set—Italian-made; English titles—Europix Consolidated  
**MERRY WIVES OF WINDSOR, THE**—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—filmed abroad; English language—Sigma III  
**MORGAN**—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made  
**MOZAMBIQUE**—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad  
**PUSSYCAT ALLEY**—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone  
**RAVAGERS, THE**—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (1-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere  
**REPULSION**—D—105m.—Catherine Deneuve, John Fraser—5332 (10-6-65)—Shocking fare with limited appeal—English-made—Royal Films Int.  
**SANDRA**—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.  
**SECRET AGENT SUPER DRAGON**—MD—95m.—(TC)—Ray Danton, Margaret Lee—5411 (6-8-66)—Colorful, interesting holding spy entry—Filmed abroad—United Screen Arts  
**SHOP ON MAIN STREET, THE**—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent  
**SHEPHERD GIRL, THE**—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films  
**SLEEPING BEAUTY**—FAN—70m.—(C)—Narrated by Paul Tripp—5339 (10-20-65)—Okay for kiddie trade—Made abroad; dubbed in English—Childhood  
**SLEEPING BEAUTY, THE BALLET**—90m.—(TC)—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.  
**SLEEPING CAR MURDER, THE**—MD—90m.—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting, import—French-made; English titles—Seven Arts  
**SNOW WHITE**—FAN—74m.—(C)—Narrated by Paul Tripp—5340 (10-20-65)—Children should appreciate fairy tale—Made abroad; dubbed in English—Childhood  
**SWEDISH WEDDING NIGHT**—D—96m.—Jarl Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.  
**TEN LITTLE INDIANS**—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts  
**WEIRD, WICKED WORLD**—DOC—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films  
**WIA (WOUNDED IN ACTION)**—D—87m.—Steve Marlo, Maura McGiveney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myriad

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- 65406 (Apr.) Horsing Around
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- 65501 (Dec.) Champion Stunt Divers
- 65502 (Feb.) Skiing The Andes
- 65503 (Mar.) Thousand Island Aquarama
- 65504 (May) Winged Fury

### SERIALS (Re-issues)

- 65120 (Sept.) Perils Of The Wilderness
- 65140 (Dec.) The Iron Claw
- 65160 (Dec.) Adventures Of Captain Africa

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4581 Is Their A Doctor In The Mouse
- 4582 Ah Sweet Mouse Story Of Life
- 4583 Haunted Mouse
- 4584 Of Feline Bondage
- 4585 Tom Thump
- 4586 I'm Just Wild About Jerry

### GOLD MEDAL REPRINTS IN METROCOLOR

- 6761-W Puss 'N' Toots
- 6762-W Polka Dot Puss
- 6763-W Heavenly Puss
- 6764-W Jerry's Diary
- 6765-W Tennis Chumps
- 6766-W Saturday Evening Puss
- 6767-W Texas Tom
- 6768-W Framed Cat
- 6769-W Casanova Cat
- 6770-W Sleepy-Time Tom
- 6771-W His Mouse Friday
- 6772-W Smitten Kitten

## Paramount

### HONEY HALFWITCH

- C25-1 Shoeflies
- C25-2 Baggin' The Dragon
- C25-3 From Nags To Witcher
- C25-4 Trick Or Cheat
- C25-5 The Rocket Racket

### NUDNICK

- N25-1 Here's Nudnick
- N25-2 Drive On, Nudnick
- N25-3 Home Sweet Nudnick
- N25-4 Welcome Nudnick

### POPEYE CHAMPIONS

- E25-1 Parlez Vous Woo
- E25-2 I Don't Scare
- E25-3 Nearlyweds
- E25-4 The Crystal Brawl
- E25-5 Spree Lunch
- E25-6 Job For A Gob
- E25-7 Insect To Injury
- E25-8 Cookin' With Gags

### TRAVEL ADVENTURE

- T25-1 The Longest Bridge
- T25-2 San Francisco
- T25-3 Virginia City

### NOVELTOONS

- P25-1 Tally-Hokum
- P25-2 Op Pop Wham And Bop
- P25-3 Sick Transit

### MODERN MADCAPS

- M25-1 Solitary Refinement
- M25-2 The Outside Dope
- M25-3 Two By Two

## 20th Century-Fox

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5501 (Jan.) Gadmouse The Apprentice Good Fairy
- 5502 (Feb.) The Sky's The Limit
- 5503 (Mar.) Freight Fright
- 5504 (Apr.) Don't Spill The Beans
- 5505 (May) Weather Magic
- 5506 (June) Darn Barn
- 5507 (July) Dress Reversal
- 5508 (Aug.) Robots In Toyland
- 5509 (Sept.) Git That Guitar
- 5510 (Oct.) The Third Musketeer
- 5511 (Nov.) Twinkle Twinkle, Little Telestar
- 5512 (Dec.) The Toothless Beaver

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps
- 6554 Dial 'P' for Pink
- 6555 Sink Pink
- 6556 Pickled Pink
- 6557 Pink Ice
- 6558 Shocking Pink
- 6559 Pinkfinger
- 6560 Pinktail Fly
- 6561 Pink Panzer
- 6562 An Ounce Of Pink
- 6563 Reel Pink
- 6564 Pink Panzer
- 6565 Pink Punch
- 6566 Pink Piston
- 6567 VitamIn Pink

## THE INSPECTOR SERIES (COLOR)

- 6665 The Great DeGaulle Stone Operation
- 6666 Napoleon Blown A Parte
- 6667 Cirrhosis Of The Lovvre
- 6668 Reaux, Reaux, Reaux Your Boat
- 6669 Plastered In Paris
- 6670 Cock-A-Doodle Deux Deux
- 6671 Ape Suzette

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five
- The Rolling Stones
- Land of A Thousand Faces
- The Skaterdater

## Universal

### TWO REEL COLOR SPECIALS

- 4601 Pete's Place
- 4602 Salute To The Tall Ships

### SPECIALS

- 4603 Race For Space And Beyond
- 4604 Football Highlights of 1965
- 4605 Fun At The Zoo (Reissue)

### COLOR ADVENTURES (One Reel)

- 4671 On The Tee
- 4672 Pitching Wedge
- 4673 Island Splendor
- 4674 The Big Surf
- 4675 Jalopy Jockeys
- 4676 A Pageant Is Born

### WALTER LANTZ COLOR CARTUNES

- 4611 Rough Riding Hood (WW)
- 4612 Foot Brawl
- 4613 Lonesome Ranger (WW)
- 4614 Snow Place Like Home
- 4615 Woody and The Beanstalk (WW)
- 4616 South Pole Pals
- 4617 Hassel In A Castle (WW)
- 4618 Polar Fright
- 4619 Big Bite (WW)
- 4620 Astronut Woody (WW)
- 4621 Teeny Weeny Meany
- 4622 Practical Yoke (WW)
- 4623 Monster of Ceremonies (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 4701 (Oct.) Boulder Dam
- 4702 (Sept.) Tired and Feathered
- 4703 (Oct.) Chri Corn Corny
- 4704 (Oct.) Just Plane Beep
- 4705 (Nov.) Haired and Hurried
- 4706 (Nov.) Go-Go Amigo
- 4707 (Dec.) Highway Runnery
- 4708 (Dec.) Chaser on the Rocks
- 4709 (Jan.) Astroduck
- 4710 (Jan.) Shot and Bothered
- 4711 (Jan.) Out and Out Rout
- 4712 (Feb.) Mucho Locos
- 4713 (Feb.) Solid Tin Coyote
- 4714 (Feb.) Mexican Mousepiece
- 4715 (Mar.) Clippety Clobbered
- 4716 (Mar.) Daffy Rents
- 4717 (Apr.) A Haunting We Will Go
- 4718 (May) Snow Excuse
- 4719 (July) A Squeak in the Deep
- 4720 (Aug) Feather Finger

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 4301 (Sept.) What's Opera Doc?
- 4302 (Nov.) Wideo Wabbit
- 4303 (Dec.) Snow Business
- 4304 (Feb) Now Hare This
- 4305 (Mar) Knightly Knight Bugs
- 4306 (May) Gift Wrapped
- 4307 (June) Piker's Peak

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) ONE-REEL

- 4501 (Sept.) Metropolis In Miniature
- 4502 (Oct.) A Country Reborn
- 4503 (Mar.) Just For Sport
- 4504 (Apr.) Carnival In Rio
- 4505 (June) Fiesta For Sports
- 4506 (July) Ride A White Horse

### TWO REELS

- 4001 (Jan.) Strangers In the Lighthouse
- 4002 (Apr.) The Golden Tomorrow
- 4003 (Apr.) East Is East
- 4004 (May) Mississippi Traveler



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Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

\*A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

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**TOP SUPERVISOR** or manager available soon. Now in charge group of theatres. Desires change. Knowledge all phases. Highest references. L. I. resident, will consider other territories. **BOX B61**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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**The A-MAN Corner**

{ Motion Picture Exhibitor  
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MOTION PICTURE

# EXHIBITOR

JUNE 22, 1966

Volume 75

Number 20

IN THREE SECTIONS

THIS IS SECTION ONE



## UA Quarter Tops Every Firm Record

(See Page 5)

## Industry Backs Up Will Rogers Efforts

(See Page 10)

Fred Thomas, Rank Organization, is in the United States discussing arrangements for further co-productions following highly successful deals with Samuel Bronston, Columbia, Paramount, Universal, and Cathay Center.

**YEAR OF UNCERTAINTIES . . .** see editorial—page 3



**this, too, is NATIONAL SCREEN\*\*\***



**This is the structure on Santa Monica Boulevard in Hollywood, which is GHQ for NSS (West). From posh executive offices to spartan Art Department, from efficient cutting-rooms to**

**unique optical printers, it is the spawning ground of a number of the best main titles, many of the best opticals, and most of the best trailers that make our industry's product notable.**

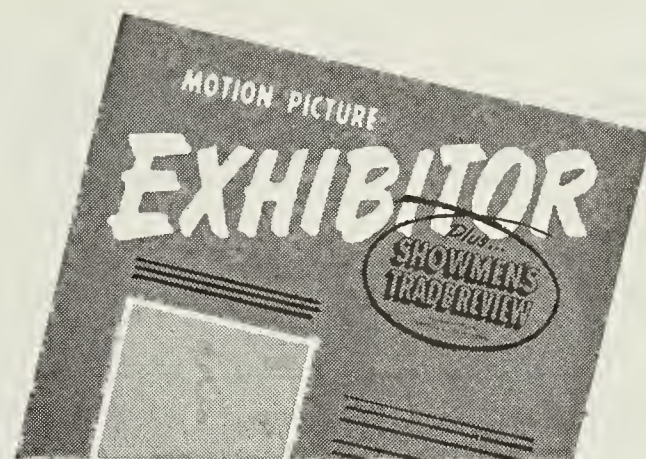
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# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 10 McGovern Ave., Lancaster, Pa. 17604. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif., 90036, London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonemaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscriptions: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Lancaster, Pennsylvania. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



## CHANGING ADDRESS?

Please send old and new address. If possible include address portion of old mailing wrapper.

Volume 75 • No. 20

June 22, 1966

Our 48th Year

## THE YEAR OF UNCERTAINTIES

ACCORDING TO AN AGE-OLD CUSTOM of the Chinese, each calendar year is labeled. If memory serves, we are now in "The Year Of The Horse." Maybe it's a good idea for the motion picture industry to label each year in an effort to determine where it has been and where it is going. If we had to pin a label on 1966 thus far, we would call it "The Year Of Uncertainties."

Patterns and practices that have been traditional in the industry for many years are breaking down and changing, and no one is quite sure what will take their place. Let's examine some of these uncertainties. Pictures are being sold now—without screenings—for delivery four and five months away; exhibitor complaints to distributors are going unacknowledged and unanswered; advertising in trade papers is being cut to the bone as many film companies depend on the product shortage and their customers to do the selling job that they should be doing themselves; back-biting and carping criticism of exhibitors by distributors (and vice versa) seems to be the order of the day. We could go on and on, probably exceeding the 10 Commandments in quantity, but you get the idea.

Business ethics are really nothing more than the Biblical Golden Rule—"Do unto others that which you would have them do unto you." It is a simple and beautiful philosophy, but it is ignored far more than it is practiced. It would be interesting if exhibitor and distributor could change roles for a while. Let one side learn to appreciate the problems and pressures of the other, and there might be a return to business sanity.

Instead, we have a situation which prompts a wise-cracking exhibitor to say, "I'm going over to see one of my undertakers to try to buy a picture. He'll probably measure me for a shroud." Everyone wonders just how far things will be allowed to get out of hand before some attempt is made to rectify the situation.

The following story was told to us by a theatreman. "Let's suppose three pictures become available for an area at the same

time. The big circuit, of course, grabs off the hottest picture. The other two distributors know this. Do they make any effort to sell their pictures to the competing theatres? Oh, they make a telephone call, but the stated terms are ridiculously high. So the exhibitor doesn't buy. Time passes, and there are no further efforts to sell the films. One of the independent theatreman sees the salesman in the street and asks, 'Don't you want to sell the picture?' The salesman answers, 'Yes. I tried to reach you but you were out.' Now the theatreman in question was formerly a film salesman himself. He says, 'When I was a salesman I'd try to find you and sell you even if you were in your grave.' The real reason, of course, is that salesmanship isn't necessary any more. Let the exhibitor sweat a little. The product shortage will bring him around to accept ridiculous terms sooner or later."

We heard about another distributor who was asked for a repeat date on one of his big pictures. "Sorry," he replied, "it's now out of release." Two days later, the exhibitor who made the original request was shocked to find that the same picture was being advertised at a theatre in the same territory operated by a large circuit. "How come?" he asked the branch manager. He was told that the nearby theatre "was in a different area." These "areas" seem to change their geographical boundaries according to the whim of various distributors, and a theatreman never really knows what "area" he's in at any given moment. Just another uncertainty. The exhibitor wonders whether he was the victim of a little hanky-panky designed to allow one distributor to help a brother distributor get one of his new but weak films played instead of the repeat. He may be right and he may be wrong, but the climate to create suspicion and distrust has been created.

In "The Year Of Uncertainties," we have too many pious statements and too little factual information and common sense. We have reprehensible business methods made possible by a general complacency. Progress is not possible in "The Year Of Uncertainties."

## THEY CAN'T ALL BE EDSLS

LAST WEEK, WE DISCUSSED the reduction in trade paper advertising despite the medium's unique ability to get the sales message over and transmit enthusiasm from film seller to buyer. During last week's industry visit to Will Rogers Hospital in Saranac Lake, a committee headed by UA's Eugene Picker, for many years an exhibitor, singled out the trade press for special applause, pointing out that without its support "Will Rogers could not have grown so positively." This is just one more indication (if further proof is necessary) that no selling medium has the industry impact of the trade press. Publicists

know it to be true, but admen seem to be blinded by the short-term economy provided by a reduction in trade advertising. In the long run, of course, all the industry is a loser.

Selling films to exhibitors and the public is a tricky business at best. We are reminded of Ford's disastrous experience with its medium priced "Edsel," a debacle that cost the company more than a quarter of a billion dollars. Experienced movie-men might say that the product had a bad "title" and that the

(Continued on page 11)



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Kathy Diane Izzo, daughter of Mr. and Mrs. Fred Izzo, Queens, was married to Ben Young, Storm Lake, Iowa. The bride's father is director of purchasing for Columbia Pictures.

### Obituaries

Harry Hendel, veteran exhibitor in the Pittsburgh territory and guiding light for Allied Theatre Owners of Western Pennsylvania, died after suffering a heart attack. Hendel was instrumental in setting up the highly successful COMPO merchandising plan in western Pennsylvania whereby cooperative campaigns were formulated to launch specific pictures in the territory.

Oscar Kantor, 62, assistant New York branch manager for Warner Brothers, died in New York Hospital. He had been associated with Warners since 1942, having served as salesman in the Cleveland, Washington, and New York branches. Surviving are his widow, two sisters, and two brothers.

Harold E. Lewis, 32, manager, Cinema I and II theatres at Charlotte, N.C., died of leukemia. A native of Sarasota, Fla., he was a veteran of the Korean War. Surviving are his wife, two daughters, a son, a sister, five brothers, and a half sister.

Mrs. Theresa Palumbo, wife of Leonard Palumbo, head of advertising and publicity for Warner Brothers International Corporation, died at Lawrence Hospital, Bronxville, N.Y.

Louis C. Segall, 61, a director of Continental Bank and Trust Company, and a former Philadelphia exhibitor, died. Surviving are his wife and a sister.

Walter Suckno, who with his father, the late Samuel Suckno, had conducted nickelodeons in Albany, N.Y., died at an Albany hospital after a year's illness. After leaving the film industry, he engaged in a jewelry business. A wife, two sisters, and two brothers survive.

Harold S. Warren, 62, projectionist at Loew's Ohio, Columbus, Ohio, for the past 12 years, died in Riverside Hospital. He was a former president and business agent of Operators' Local 386 IATSE. He is survived by his wife, two nieces, and two nephews.

### NATO Plans First Meet

NEW YORK—First details of the first annual convention of the National Association of Theatre Owners, Inc., have been released by Laurence A. Tisch, general chairman of the convention.

The locale of the convention and rooms for conventioners is the Americana Hotel here. The dates are Sept. 28 through Oct. 1. Registration for NATO members is \$50 for men, \$25 for women. For non-members, the fee is \$100 and \$50 respectively.

Inasmuch as those who gather are former members of Theatre Owners of America and Allied States Association of Motion Picture Exhibitors, plus growth since the founding of NATO, this will certainly be the greatest gathering of theatre owners ever held.

In conjunction within NATO, NAC and TESMA are sponsoring the equipment and concession trade show.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 20

## Levin Again Rebuffed; Court Ruling Favors MGM

NEW YORK—The U.S. Federal Court here ruled in favor of Metro-Goldwyn-Mayer against dissident director Philip J. Levin's request to enjoin the company from proceeding with its two-for-one stock split and amending the corporate character to increase the number of authorized shares to 8,000,000.

The decision was rendered by Federal Judge Charles H. Tenney, who said he found no likelihood of ultimate success to entitle Levin to the drastic remedy sought in the court action. In addition, Judge Tenney noted critically that Levin had postponed suit until he believed he would lose the election.

Management's proposal was approved by the company's stockholders at a special meeting held in New York on May 24. The company will proceed with the stock split effective June 24.

The latest ruling marks the fifth time within the past six and a half weeks that the courts have denied motions by Levin to prevent the company from implementing its proposal to split the stock and increase the authorized shares.

Robert H. O'Brien, MGM's president and chief executive officer, stated, "The denial of Mr. Levin's several applications by Federal and Delaware courts confirm the company's position that his actions have no legal foundation and were instituted to impede the progress of the company in direct opposition to the wishes of its stockholders. As a result of this latest denial, it is hoped that Mr. Levin's continuing and planned harassment of the operation of the company will come to an end in the interest of the stockholders."

Prior to today's action, on May 3, 1966 Levin initiated his first application to enjoin the company from sending its proxy material for a special meeting of stockholders and to enjoin the holding of the meeting. Judge McLean refused to enjoin the mailing of the proxy material and subsequently denied a motion to enjoin the meeting.

On May 18, 1966, Judge McLean denied another application for a temporary injunction. Levin appealed Judge McLean's decisions but withdrew the appeals the very day the arguments were to be heard in the Court of Appeals.

On May 31, 1966, Levin sued in the Delaware Chancery Court for an injunction to restrain MGM from filing a certificate with the Secretary of State of Delaware to amend the company's certificate of incorporation to split the stock and increase the number of authorized shares to 8,000,000. His application was denied.



## BROADWAY GROSSES

### "Lady" Ends Long Run

NEW YORK—Broadway grosses were generally satisfactory as holdover product dominated the scene. The breakdown was as follows:

"THE GLASS BOTTOM BOAT" (MGM). Radio City Music Hall, with usual stage show, took in \$108,000 Thursday through Sunday, with the second week headed toward \$170,000.

"CAST A GIANT SHADOW" (UA). DeMille reported \$18,000 for the 12th week, first on continuous run after 11 weeks as a roadshow.

"DR. ZHIVAGO" (MGM). Capitol garnered \$29,500 for the 26th week.

"LADY L" (MGM). Loew's State reported that the fifth week would reach \$26,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced that the 68th week was headed for \$48,000.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$29,000 for the fourth week.

"THE TEN COMMANDMENTS" (Paramount). Victoria announced a fourth week tally of \$21,000.

"MY FAIR LADY" (Warners). Criterion registered \$16,000 for the last five days of the 87th and last week, with "Who's Afraid of Virginia Woolf?" set to follow.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama took in \$18,000 for the 10th week.

### Birthday For N.O. WOMPI

NEW ORLEANS—The year was 1953 in Dallas. The late R. J. O'Donnel, then head of the Interstate Theatre Circuit, observed that some women of the Dallas motion picture industry often met for lunch to discuss business and social affairs. O'Donnel suggested that they organize these impromptu luncheons into a club in which all women in the Dallas industry could participate.

The result of this advice prompted the formation of Women of the Motion Picture Industry, which recently celebrated its 12th birthday in New Orleans. WOMPI now consists of 16 chapters in the United States and Canada.

Speaking at the Founder's Day dinner, Lee Nickolaus, WOMPI past-president, recounted the organization's beginnings. She fondly recollected O'Donnel as the godfather of WOMPI, pointing out that the membership are, literally and figuratively, his goddaughters.

A highlight of the dinner was the recognition by president Lillian Sherrick of charter members of the local club. Also on the program was the showing of a 16mm color film taken at WOMPI's first international convention, held in New Orleans in 1955.

### U Trailers From NSS

NEW YORK—National Screen Service will handle the distribution of all teaser trailers for Universal beginning with the release of "Beau Geste," it was announced by Paul N. Lazarus, executive vice-president of NSS.



# UA Net For Quarter Sets Record

## 1966 Results Expected To Exceed Previous Year As \$100 Million Production Program Brightens Future

NEW YORK—At the annual United Artists stockholders meeting, Robert S. Benjamin, chairman of the board, and Arthur B. Krim, president, reported that UA's net earnings for the first quarter of 1966 were the highest for any quarter in the history of the company and amounted to \$3,720,000, after provision for income taxes of \$3,678,000. The net earnings for the comparable period of the previous year were \$3,042,000.

The gross world-wide income for the first quarter of 1966 totalled \$50,833,000, against \$48,057,000 for the like period in 1965.

The quarterly net represents earnings of 88 cents per share as compared with 72 cents per share for the first quarter of 1965. These per share earnings are computed on the 4,217,966 shares outstanding on April 2, 1966.

Referring to the full year 1965, it was stated that it proved to be the greatest year recorded in the company's history. Net earnings, after income taxes of \$12,014,000, aggregated \$12,843,000 or \$6.10 per share (\$3.05 per share after giving effect to the stock split), which compared with a net of \$9,261,000 or \$4.40 per share (\$2.20 per share after giving effect to the stock split) for 1964. The gross income for 1965 totalled a record of \$195,000,000 as compared with \$181,400,000 for the year 1964.

Krim reported that all indications point to the results of the second quarter being at least as good as those of the record-breaking first quarter. In addition, it was estimated that the results for the year 1966 will exceed those of the year 1965.

Benjamin said the executive committee had decided to recommend a regular quarterly cash dividend when the full board meets in August or September.

Shareholders approved an increase in the authorized common shares to 10,000,000 from 5,000,000, par value \$1. The company said it had no present intention of issuing any of the new shares, but stated the additional shares will provide the company with flexibility for future capital requirements, possible acquisitions of properties and businesses in exchange for stock, and other corporate purposes.

Krim reviewed the long list of films being released this year and set for release in 1967 and 1968. The cost of the current two-year program of 48 motion pictures will approximate \$100 million.

Krim noted that "Hawaii," a Mirisch production starring Julie Andrews, has already brought in advances of \$11 million from 50 exhibitors, and "it is still four months away from release." The advance ticket sale in New York City now exceeds \$400,000, he said.

"The James Bond films are in their fourth year and we expect to make another five or six of them. I repeat what I said three years ago—this film character will continue to grow and grow for the next 10 years," he added.

Generally, shareholder reaction was favorable, although Trueman Rembusch, exhibitor from Indianapolis, took issue with the four directors—Krim, Robert Benjamin, Seward I. Benjamin, and Seymour M. Peyser, who, he



Cooper Foundation general manager Harman Halberg and United Artists' vice-president Eugene V. Picker are seen at the recent preview of UA's "Khartoum" at the Warner Cinerama Theatre, New York.

## After 988 Performances "Lady" Ends Criterion Run

NEW YORK—"My Fair Lady," the Academy Award-winning Warner Bros. motion picture hit, was to conclude its record-breaking world premiere engagement at the Criterion Theatre on Broadway after its 988th performance on Sunday evening, June 19.

Starring Audrey Hepburn and Rex Harrison, "My Fair Lady" was produced by Jack L. Warner and directed by George Cukor in Technicolor and SuperPanavision 70 from the Alan Jay Lerner-Frederick Loewe musical play. The film won eight Academy Awards last year, including those for best picture, best actor, and best director.

The Criterion, where the film opened on Oct. 21, 1964, presented "My Fair Lady" on a reserved-seat basis 10 times weekly. At its closing, the all-time film hit had completed 87 weeks.

"My Fair Lady" will be followed at the Criterion by Warner Bros.' "Who's Afraid of Virginia Woolf?," starring Elizabeth Taylor and Richard Burton, which will have its gala premiere June 23.

The first continuous-performance engagements of "My Fair Lady" will begin Wednesday, June 29, at 90 leading theatres throughout the New York-New Jersey metropolitan area.

## L. A. Tent Seeks Charities

LOS ANGELES—Monty Hall has been appointed to head the new charities committee of Tent 25, Variety Club of Southern California, according to club chief barker James H. Nicholson.

According to Hall, the new committee will seek out and investigate individual charity cases of special need which are worthy of the support of the local Variety group. It already supports the Variety Boys Club of Los Angeles and the Variety Children's Heart Center at the U.C.L.A. Medical Center.

charged, are associated with "Louis Nizer's law firm, which is a conflict of interest." He made a motion to force them to withdraw from United Artists, but Benjamin ruled the motion out of order.

## Loew's Expansion Plan Brings Two To Cleveland

CLEVELAND—Two new Loew's luxury motion picture theatres, nearing completion at opposite ends of greater Cleveland, will open on Wednesday, July 13, it was announced by Herbert Brown, Loew's division director.

Joining Loew's State and Loew's Ohio will be Loew's new 1,650-seat East Theatre in the Richmond Mall Shopping Center, Richmond Heights, and Loew's new 1,200-seat West, located in the Rockport Shopping Center, Rocky River. Both theatres will present exclusive first-run motion pictures at the same time they are shown downtown.

Loew's East will be unique among new local theatres in that the entrance will be from the interior of the vast, covered Richmond Mall, which will be air conditioned in summer and heated in winter. The auditorium will be of stadium design, with a huge loge area rising from a center crossover. The theatre will be equipped to present all of the new large screen sizes up to 70 millimetre.

The exclusive, first-run inaugural attractions at both new theatres, and at Loew's State, downtown, will be UA's "What Did You Do in the War, Daddy?"

Loew's Theatres have been a part of the Cleveland entertainment scene for nearly 50 years. The two new theatres, according to Bernard Diamond, Loew's general manager, and Ernest Emerling, public relations vice-president, who are in the city finalizing plans for the openings, represent important forward steps in the vast expansion plans of Loew's Theatres, Inc.

## Obscenity Conviction Upheld

HARTFORD—The Connecticut Supreme Court of Errors has refused to hear the case of Baruch S. LeWitt, manager, suburban Berlin Drive-In convicted in New Britain Circuit Court some months ago on a charge of indecent, immoral exhibition.

LeWitt, 44, was given a 10-day jail sentence and fined \$850 by Judge Michael J. Sicilian. LeWitt took an appeal to the Appellate Division, which recently found that there was no error.

Attorney Edwin A. Lassman, LeWitt counsel, then filed a petition for certification for appeal from the Appellate Division, which is denied in the newly-released decision.

Local sources said that LeWitt may now appeal to the U.S. Supreme Court or another Federal Court.

## NSS Regional Meetings

NEW YORK—Regional sales meetings of the National Screen Service field force were conducted by Milton Feinberg, general sales manager of the company. Three meetings were scheduled: the first took place in San Francisco; the second in Chicago; and the third in New York yesterday and today (June 21 and 22).

The meetings were planned as a climax to the recently completed NSS sales drive, and to launch a new campaign of merchandising objectives and sales goals for the remainder of the year. Feinberg was assisted by Stewart D. Harnell, assistant to the sales manager.



# Providence Downtown Going Dark While Suburbs, D-Is Draw Crowds

PROVIDENCE, R.I.—Where once a dozen or more motion picture or legitimate theatres fiercely vied for patronage in the downtown shopping area, on June 13, only two houses were in regular operation. The recent upsurge in business enjoyed by suburban conventional-type theatres and drive-ins throughout the state has left Providence far behind.

Only Loew's (formerly Loew's State), and the Stanley Warner Majestic marquees brightened up an otherwise darkened and gloomy-appearing downtown shopping area.

The 50-year-old independently-owned Strand was "closed for employee's vacation until June 22," but to the writer's knowledge this is the first time that the Strand has been shuttered except for renovations and refurbishing after a fire, flood, or hurricane.

The Albee, which was dropped by the RKO chain and purchased by a civic-minded citizen who reportedly dropped over \$40,000 in his efforts to assist the local government's revitalization plans for "downtown Providence" and set up a "living arts theatre," has turned to running week-end matinees only of "Robin and Batman" films. To recoup his losses, B. A. Dario, local automobile dealer and head of Lincoln Downs Race Track, may return to full time operation of the Albee as a motion picture house.

It is a far cry from World War II days when would-be movie patrons had to scurry, with annoying regularity, between a half-dozen downtown houses, vainly seeking admission. It was not an uncommon sight to see long lines waiting outside of any one of five or six theatres trying to purchase tickets. Lobbies were usually jammed with standees waiting patiently for a performance to end, and then there would be a grand rush for choice seats.

Such days seem to be gone forever insofar as downtown Providence is concerned.

While millions of dollars have been spent, and many more millions of dollars have been appropriated to revitalize downtown Providence, the fact remains that the downtown shopping area is "dead" after six o'clock in the evening. There is absolutely no night life in what was once a gay, glittering metropolis.

Gone are the days of the gay Providence Opera House, the bright marquees of the gigantic Metropolitan Theatre, the Emery, Fays, Empire, Bijou, Rialto, Hippodrome, Modern, Playhouse, Colonial, and Imperial, just to mention a few.

Where once these and other popular places of entertainment once stood, parking lots, a bus terminal, newspaper building, and other types of commercial enterprises stand stark, and after business hours, mostly dark.

Providence movie-goers must now travel to suburban or rurally-located movie houses to enjoy their favorite entertainment—and they are going to these suburban conventional-type theatres and remotely-situated drive-ins in ever-increasing numbers.

It is refreshing to note, however, that "movies are better than ever," at least at the box-offices in most all of these situations outside of the aforementioned downtown shopping area.

Without exception, the newer of the hard-tops are exceptionally well-appointed, luxuriously furnished, comfortable, courteously-staffed, and well managed. The film fare, for the most part, is far above the average. One particular example of amazing patronage is at

## Providence Memories

The decline of downtown Providence brings back memories. Some years ago, Stanley Schein of the Strand Theatre, Providence, telephoned asking me to serve as an expert witness in an antitrust suit he had filed against first-run theatres and distributors.

He offered a very fat fee, and I traveled up to Providence to visit the various first-run theatres, some of which were not in such good physical condition. It was my hope to help avert the law suit by arranging an equitable settlement.

I recommended a split of product and a fair fee for legal expenses. The Scheins (one brother was a lawyer) and the gentleman who then headed the Providence Bar Association agreed. I discussed the matter with an exhibitor defendant and his lawyer, who commended me for being very constructive and promised to carry the message to other defendants.

About a week later, I was informed that defendants had decided to fight the case in court. I told them, "I'm willing to bet each company \$1,000 that they'll lose." There were no takers although I put the offer in writing. Less than a year later, the suit was settled. Cost to the defendants was more than three times what it would have been if the settlement I had proposed had been accepted. The Strand got the very split I had suggested. Distributor defendants had to pay 40 per cent of the settlement and exhibitor defendants 60 per cent, in addition to all the headaches involved.

It seems that Providence first-runs have a long history of problems and conflicts.

JAY EMANUEL

## Goldwyn Luncheon Set

HOLLYWOOD—Lucille Ball has been named chairman of the committee on arrangements for the luncheon honoring Samuel Goldwyn June 26 at the Motion Picture Country House and Hospital, George L. Bagnall, president of the Motion Picture Relief Fund, announced.

Other members of the committee are Bob Hope, Rosalind Russell, Irene Dunne, Y. Frank Freeman, Abe Lastfogel, George Flaherty, and Mrs. Mike Romanoff.

The luncheon will be a tribute to Goldwyn's half a century of charitable works and will be climaxed by the dedication of the new Samuel Goldwyn Plaza at the Country House and Hospital.

the Warwick Cinema, widely acclaimed as "Rhode Island's Most Beautiful Theatre." "The Sound of Music" has run continuously for over a year at this suburban house—a new record for this state.

The downtown Providence situation seems pretty hopeless, with little prospect for improvement. As a matter of fact, a rumor still persists that Loew's is up for sale. While only a rumor, it is so widespread that some credence must be given to the story.

While local interests have been trying to revitalize the downtown shopping area, the suburban solons have been attracting the "night life" out of the city proper.

## Fox Licensing Firm Set; Rausch Named Manager

NEW YORK—Selwyn Rausch has been appointed manager of the newly formed 20th Century-Fox Licensing Corporation, it was announced by Seymour Poe, 20th-Fox executive vice-president. The subsidiary has been set up for the licensing of products relating to 20th-Fox films, both theatrical and for television.



RAUSCH

Rausch, a specialist in licensing arrangements, has worked in the field since 1948, heading up the licensing activities of such companies as Terrytoons, National Broadcasting Corporation, and National Screen Service. Most recently, he has served as associate director of the Miss Universe Beauty Pageant.

"Licensing is becoming an increasingly important factor in motion picture distribution," Poe declared. "With our extensive schedule of roadshows and tv film production, it is only logical that we extend our overall program of diversification to licensing, with the creation of this new subsidiary."

Rausch's first major responsibility will be arranging licensing agreements for the APJAC production of "Doctor Dolittle," which begins production this month and is scheduled for release as a roadshow attraction Christmas, 1967, and "In Like Flint," sequel to the highly successful "Our Man Flint," which goes into production at the end of this month.

## Mirisch Pacts Jewison

HOLLYWOOD—Following the enormous critical and boxoffice reception for "The Russians Are Coming The Russians Are Coming," the Mirisch Corporation has renegotiated its contract with Norman Jewison's Simkoe Production Company, and their former two-picture deal has been expanded to include three additional films, it was announced by Harold J. Mirisch, president of the independent film company. All the films will be released through United Artists.

At the same time, it was announced that a new property, "The Crown Caper," has been acquired by Jewison to produce and direct as one of the future productions under his new non-exclusive arrangement. "The Crown Caper," an unusual love story set against a suspenseful crime background, is an original screenplay by Alan Trustman, a prominent Boston attorney.

Jewison's next film for the Mirisch Corporation is "In the Heat of the Night," a modern suspense novel by John Ball to star Sidney Poitier in a screenplay by Stirling Silliphant. Also set on Jewison's future slate is "Judgment of Cory," an original western by Harry Kleiner.

## Col. Sets Stock Dividend

NEW YORK—The board of directors of Columbia Pictures Corporation declared a 2½ per cent stock dividend on its outstanding common stock, payable Aug. 15 to stockholders of record at the close of business on June 29.

The board also declared the regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable Aug. 15 to stockholders of record at the close of business Aug. 1.





# CO-PRODUCTION

**TODAY'S MUTUALLY REWARDING TREND  
IN FILM-MAKING**

## **The Rank Organisation**

is happy to be engaged in co-production  
with the following leading film companies:

### **Carthay Center Productions**

'The Quiller Memorandum'

### **Columbia Pictures**

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### **National Film Corporation Ltd**

'The Long Duel'

### **Paramount Pictures & Lowndes Productions**

'The Battle of Britain'

### **Seven Arts Productions International**

'The Fifth Coin'

### **Universal International**

'The Ipcress File'  
'Deadlier Than The Male'



The Rank Organisation has always been prepared to extend its horizons, to broaden its scope, to fulfil with others its important role as one of the world's leading Producers and Distributors of films. Success of the Co-Production Policy is epitomised in these outstanding partnerships.



# Dallas Classification Board Busy; Three Films Still In Litigation

DALLAS—A survey released by the Dallas Motion Picture Classification Board reveals 582 feature movies have been classified during the first four months that the classification ordinance has been in operation. Of these 582 pictures, 67 were Spanish language films.

One-hundred and fourteen, or 20 per cent, have been rated "not suitable for young people." A further breakdown shows that 77 of that total are so-called "nudie" type film with limited playdates exhibited predominantly in five theatres playing full-time "adults only" policy.

Of the remaining 37 films, 27 were submitted with the "not suitable" label by exhibitors of the some 40 theatres operating within the city limits, with the classifying Board affixing only 10 "not suitable" tags.

Those films rated "not suitable for young persons" by the Dallas Board were "Amorous Adventures of Moll Flanders," "Blood and Black Lace," "I'll Take Sweden," "Love With a Proper Stranger," "Rasputin, the Mad Monk," "The Sandpiper," "The Silencers," "A Very Special Favor," "Viva Maria," and "The World of Suzie Wong."

Those features rated "not suitable" by exhibitors (exclusive of the 77 films shown in the five nudie-type theatres) were "Darling," "Die, Monster, Die," "Ecco," "Elmer Gantry" (currently being shown on television in the Dallas area), "Fanny Hill," "Faster Pussy Cat, Kill, Kill," "The Group," "Hot Blooded Woman," "I Hate Your Guts," "Irma La Douce," "The Leather Boys," "Lilith," "The Loved One," "The Money Trap," "Motor Psycho," "The Oscar," "The Pawnbroker," "Peyton Place," "Pink Panther," "Poor White Trash," "Sex and the Single Girl," "Ship of Fools," "A Shot in the Dark," "The Stripper," "Taboos of the World," "Tom Jones." One Spanish film was rated "not suitable for young persons."

Three of the films are in litigation. Briefs have been filed with the Texas Supreme Court in the "Viva Maria" case after a District Court in Dallas ruled the picture "not suitable" in February and a State Appeals Court ruled likewise in April. The film, "Blood and Black Lace," was ruled "suitable for young people" by a District Court in Dallas in February but that ruling was overturned by another District Court when the City asked for and was granted another trial in April. At present, an appeal of this decision is pending before the State's Fifth Court of Civil Appeals.

"The Silencers" was court-tested in April when a jury decided the picture was "suitable"; however, upon the city's request for an injunction to stop exhibition of the movie unless theatre owners advertised it "not suitable," the judge set aside the jury decision and ruled for the city. Another case on the picture is pending in 14th District Court.

An appeal of the constitutionality of the ordinance was argued in New Orleans on May 23 before the U. S. Fifth Circuit Court of Appeal, and reportedly a forthcoming decision could take as long as 90 days.

Exhibitors operating the 46 theatres within the restrained city limits of Dallas report no attempt by under-age persons to gain admission at theatres showing films rated "not suitable." Noticeable was the fact that since the ordinance went into effect, there has been an increase in the number of nudie type operations within the city limits from one to five.

## CATV May Slow Down After Ruling For UA

COLUMBUS, O.—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, told ITOO members in a bulletin that the recent copyright infringement decision by Judge William B. Herlands of U. S. District Court is "truly a landmark decision in the CATV fight and will probably slow down the spread of this octopus very substantially."

Judge Herlands held that Fortnightly Corp., CATV operators in Clarksburg and Fairmount, W. Va., "has infringed, is infringing and threatens to continue to infringe" on copyright protection rights, as alleged by United Artists Television.

## Clubwomen Toast "Music"

CHICAGO—Robert Wise's "The Sound of Music" was presented with the "Best Family Picture of the Year" award at the diamond jubilee convention of the General Federation of Women's Clubs at the Conrad Hilton Hotel here.

Accepting the award was Helen Mary-Elizabeth McCarthy, 20th-Fox community relations director.

The mechanics of the ordinance call for the exhibitor to submit his classification (suitable or not suitable for young people) to the Dallas censor board, and if they disagree with the rating, they must notify the exhibitor who can then challenge the change. At this point, the city must go to court and seek an injunction to stop exhibition of the picture. If the latter procedure takes more than 10 days to get a court decision, the order is supposed to be automatically suspended. On the other hand, if the city wins the injunction suit within the prescribed time, the theatre must refrain from playing the film until it bows to the city's edict of labeling the film "not suitable for young persons."

## Fla. WOMPIs Celebrate 13th Annual Founders' Day

JACKSONVILLE—One of the largest social gatherings in the history of the local WOMPI group was its 13th Founders' Day gathering in the Flame Room of the new Florida Gas Co. headquarters.

Miss Edwina Ray, Florida State Theatres (acting WOMPI president following the recent registration of Mrs. Kitty Dowell of MGM and preceding the seating of the next elected president on June 25, Mrs. Mary Hart, also of FST), reported that nearly 100 per cent of the WOMPI membership attended and that numerous prospective WOMPI members accepted invitations to attend. Also at the gathering were many of the bosses from Film Row offices.

The gathering included a smorgasbord luncheon (prepared in the home kitchens of Mrs. Anne Dillon, WOMPI international vice-president, and Mrs. Mary Hart, local WOMPI president-elect) and an informal social hour after the luncheon.

Prospective WOMPI members at the gathering included Nancy McClure and Jeanette Cooper, AIP; Judy Cason and Cathy Grigsby, 20th-Fox; Louise Walker and Margie Robinson, MGM; Faye Weaver, Rosa Martin, and Nadine Eddinger, Paramount; Ann House, United Artists; Ardine Pinson and Marjorie Baer, Universal; Dorothy McCaleb, Warner Bros.; Beebe Ludwig, Jean Teague, Ava Loudermilk, and Martha Scott, Florida State Theatres; and Lois Bell, WFGA, channel 12, television.

Branch managers attending were Charles King, AIP; Leon Weston, 20th-Fox; W. A. McClure, Universal; Ed McLaughlin, Columbia; Bob Bowers, Allied Artists; Bob Capps, MGM; Bob Pollard, Buena Vista; and Fred Mathis, Paramount.

Other executives included Tommy Hyde, Vero Beach, and Walter Powell, both vice-presidents of Kent Theatres; Clarence Goletter, representing Mendelson Printers; Christine Genovar, public relations director, Jacksonville Public Library Association; Madge Jansen, Diana Shops executive; Horace Denning, Dixie Drive-In Theatres district supervisor; John Tomlinson, head of the Tomlinson Co., booking agents; Mrs. Waldo Norris, veteran television personality; and the following executives of Florida State Theatres, president Louis J. Finske, vice-president Harvey Garland, Tom Sawyer, and Vernon Carr.



Seen at the recent opening of the Spruce Drive-In, South San Francisco, Cal., were Sherrill C. Corwin, center, president of Metropolitan Theatres Corporation, operator of the \$750,000 theatre; and, left to right, Andy Anderson, branch manager of Paramount Pictures, which produced the opening attraction, "The Night Of The Grizzly"; Mrs. Anderson; theatre contractor Hy Kaplan; and Corwin's son, Bruce.



## Hartford Pay-TV Adds Free Syndicated Shows

HARTFORD—WHCT-TV (Channel 18), RKO General's home base for America's sole on-the-air subscription television experiment, has added a quartet of syndicated shows in regular, or commercial, programming time.

Appearance of "Firing Line," "Surf's Up," "Hollywood Backstage," and "Hollywood a-Go-Go," will in no way detract from the station's primary responsibility in STV development, general manager Keigler E. Flake said.

The shows, he commented, are aimed at building up a total television image towards eventual full-time operations. At present, WHCT-TV is on the air from one p.m. to about midnight.

The regular, or commercial programming time, is telecast without the STV charges. STV continues to be telecast during evening prime time (7 to 11 p.m.).

"We have a vital responsibility, as telecasters, to serve the public interest as an independent station in a community of widely varying interests. We feel this initial buildup is solidly in line with this commitment and plan in the very near future to broaden and intensify our efforts."

WHCT-TV's STV experiment is now in its fourth year. Subscribers number 6,000.

In the main, WHCT-TV's commercial and STV time has featured vintage and current motion pictures.

## New Record Label For Col.

NEW YORK—Columbia Pictures Corporation and Screen Gems, Inc., its subsidiary, have joined with Radio Corporation of America to form a new phonograph record label, Colgems.

Columbia and Screen Gems will handle the creative and development end while RCA's Victor record division will make and market the new label's product.

It was said by a Screen Gems spokesman that the record division owned by Columbia Pictures and Screen Gems, Colpix, which has been unprofitable, has been put in an inactive state.

A. Schneider, president, Columbia Pictures, forecast the new disc label will make a "significant contribution financially" to Columbia and Screen Gems.

Don Kirshner, head of the Columbia-Screen Gems music publishing division, will be creative director for Colgems.

# Motion Picture Pioneers Select William R. Forman As Man Of Year

## MGM Wins New Victory In Stock War With Levin

NEW YORK—Vice Chancellor William Marvel in Wilmington denied Philip J. Levin's demand for a temporary restraining order against a May 24 MGM shareholder action which approved a management proposal for a stock split and a sharp increase in authorized shares.

Levin, a minority director and MGM's largest individual shareholder, who waged an unsuccessful campaign against the management proposal, sought to negate the shareholder action by demanding a recount on the ground that thousands of shares were improperly voted for the proposal. It was ruled that the votes cast for MGM management's proposal by Baldwin Securities Corporation were through a valid proxy.

## Multiple Honors For Warner

NEW YORK—Alan King, star of "The Impossible Years," will be toastmaster at the supper-ball in honor of Jack L. Warner, president of Warner Bros., that will follow the gala premiere of "Who's Afraid of Virginia Woolf?" at the Criterion tomorrow evening (June 23). The ball will take place in the grand ballroom of the Astor Hotel.

The premiere and after-theatre ball will benefit the American Muscial and Dramatic Academy and the Richard Burton Fund of the National Hemophilia Foundation, both of which will present awards to Warner for his contributions to philanthropy and the arts. The Medallion of the City of New York also will be presented to Warner at the supper-ball. Russell V. Downing is chairman of the committee for the affair.

## 7-Arts Delays Stock Offer

TORONTO—Seven Arts Productions, Ltd., announced that the offering of its common shares has been temporarily postponed because of market conditions.

NEW YORK—William R. Forman, president of Pacific Drive-In Corporation and president of Cinerama, Inc., has been named winner of the coveted



FORMAN

1966 "Pioneer of the Year" award by the Motion Picture Pioneers Foundation, it was announced by William J. Heineman, president of the industry organization.

Forman is the 23rd film industry leader to be honored with the accolade in the 28-year-old

history of the Motion Picture Pioneers Foundation, which was founded by the late Jack Cohn, Columbia Pictures, in 1939. An international figure in the field of motion picture theatre exhibition, Forman is the first film exhibitor to be named to the annual award since 1956 when the late Robert J. O'Donnell, of the Texas-based Interstate Theatre Circuit, was singled out by the film industry.

Robert H. O'Brien, president, Metro-Goldwyn-Mayer, was last year's winner of the award, which over the years was given to such industry leaders as Adolph Zukor, Cecil B. DeMille, Spyros Skouras, Arthur Krim, Darryl F. Zanuck, and Harold Mirisch, among others.

Forman was specifically honored for his leadership in the area of drive-in theatre exhibition and for his revitalizing of the Cinerama company throughout the world. Industry leaders emphasized that were it not for Forman's sparking the expansion and development of the drive-in theatre from "the cow pasture image" to the deluxe first-run operation status today in major cities there would not have been the current production resurgence in Hollywood studios.

Forman was born Jan. 1, 1913, at Portland, Oregon. While a student at the University of Washington, he first entered the business in 1930 as an usher in a Seattle theatre. Forman rose to the general manager post of the John Danz Circuit, resigning from that company in 1941 to enter business for himself. Currently, Forman operates over 150 theatres in the United States. His Cinerama operations cover the U. S. and 16 foreign countries, involving 166 Cinerama-equipped motion picture theatres.

Quiet, self-effacing Forman is associated with many civic and philanthropic organizations within and without the motion picture industry. The annual "Pioneer of the Year" awards dinner will be staged in New York Nov. 21 at the Americana Hotel, with leaders in government and industry joining the motion picture industry at the event.

## W. Pa. Exhibs Choose "Couch"

PITTSBURGH—The Exhibitors' Central Committee of the Allied M.P.T.O. of Western Pennsylvania has selected Columbia's "Three on a Couch" for promotion on the Allied-COMPO Merchandising Plan in this area.

An extensive television and newspaper campaign including an array of high-powered ticket-selling showmanship material will be made available to participating exhibitors.

Approximately 70 theatres will open with this picture on June 22, to be followed by 30 additional theatres on the Plan.



At the recent New Orleans board meeting of National Association of Theatre Owners, Inc., officers Sumner M. Redstone, Sherrill C. Corwin, Marshall H. Fine, and Jack Armstrong posed with the Treasury Department's Minuteman Award honoring the industry for 25 years of patriotic service in support of the U.S. Savings Bonds Program.



# Entertainment, Communication Men Renew Pledge To Rogers Hospital

By Mel Konecoff  
New York editor

Want some free medical advice? Tear a match from your matchbook. Light it. Hold it six inches from your mouth and try to blow it out. If it goes out, then you probably don't have an obstruction of the lung area. If it doesn't go out, get in touch with your doctor who can, if necessary, arrange for a free stay at Will Rogers Hospital at Saranac Lake, N. Y., the industry's own institution, to correct whatever condition of the chest area you may have. The "match test" come to you through the courtesy of Rogers' associate medical director Irving Kass, M.D.

No matter how many times it's been written, there are still people in the entertainment and communications industries who are ignorant of Will Rogers and the rights of themselves and their immediate families regarding the institution. Anyone in these areas can get free care for any disease or affliction of the chest at Will Rogers, an outstanding hospital.

The annual visit by the members of the board, officers, and industry friends took place last week. Two buses were scheduled, an early one for golfers and a later one for regular people. The golfer special got lost and arrived not much earlier than the bus for squares, and then the rains came with the whole operation winding up in the wet.

The next morning, cloudy and drizzly, found the group busing from Whiteface Inn in Lake Placid to Saranac Lake and the Hospital. There, groups of newcomers made the guided tours while others visited patients or had chest X-rays taken prior to the annual luncheon in the main dining room. Despite absences and cancellations due to the weather, a record turnout heard Richard Walsh, chairman of the board, extend a welcome.

James Lowe, former Ambassador to Peru and publisher of the Adirondack Daily Enterprise, represented the Mayor, who, he said, was getting out the front page of the paper and couldn't be present. He noted that the increased activities at the hospital have been reflected in expansion of town activities. The Federal Government recently approved a community college for the area, which could benefit the Hospital with trainees and students generally.

Henry "Hi" Martin, Universal vice-president and general sales manager and the first chairman to raise a million dollars in contributions and collections, substituting for distributor chairman Morris Lefko, who was in Europe, pledged a harder try this year by distributors. He was sure that exhibition would match the effort.

Said Martin, "We need you and what you're doing for this and future generations, and we'll try to supply the money."

The father of Richard Hoffman, also known as Harold Hoffman, executive secretary of the Screen Actors Guild, presented Walsh with checks totalling \$15,000 (Lambs Club, \$2,000; Actors Equity, \$2,000; American Federation of Television and Radio Artists, \$5,000; American Guild of Musical Artists, \$1,000; and the Screen Actors Guild, \$5,000). Much assistance was provided by actor Conrad Nagel, who was a patient briefly at the hospital.

Three awards were made at the luncheon.



Russell V. Downing, left, past president of Radio City Music Hall, New York, recently received from Paul W. Williams, chairman of the board of the Greater New York Councils, Boy Scouts of America, the Silver Beaver Award for "noteworthy service of exceptional character to boyhood."

Named distributor Man of The Year was Arnold Shartin, chairman of the Los Angeles area, who wouldn't take "no" for an answer and who volunteered to head west coast efforts for not only 1966-67 but also for 1967-68. One of his projects will be the setting up of a race at Hollywood Park which will net \$10,000.

The exhibitor Man Of The Year award was made to Salah Hassanein, president of Skouras Theatres, "for exceptional service." His circuit raised over \$56,000 last year as against the previous year's \$15,500. He admitted that the increase was due to an established quota system assigned each theatre. The manager had to call in the collection tallies along with his regular business report. Prizes were given the top collectors. Hassanein urged earlier collections to take proper advantage of peak periods.

A special award for a special drive put on in Chicago was made to Henry A. Graf of IATSE Local 2. He arranged for a day to be devoted to Will Rogers on radio and television and even located Will Rogers, Jr., for personal

## Western N.Y. Exhibitors See Record Rogers Tally

BUFFALO—Sidney J. Cohen, president, Allied Theatres of N.Y. State, Inc., reports indications are that the drive for funds for the Will Rogers Hospital fund will far surpass last year. This was the consensus voiced at a meeting by leading exhibitors participating in the drive in hardtop theatres in western New York. Cohen is exhibitor chairman, and Mike Klein, W.B. branch manager, is distributor chairman.

The Will Rogers Fund collection in drive-in theatres starts the week of June 29, which includes the July 4 holiday, and managers are booking the strongest attractions possible to help swell the fund collection in each outdoor.

Immediately on his return from the annual meeting of the Will Rogers Hospital board of directors and trustees at Saranac Lake, Cohen was to call a meeting of exhibitors on both Buffalo and Albany to report on the NATO meetings in New Orleans and the Rogers conferences at Saranac.

In discussing the combined convention of N.Y. and N.J. Allied, Cohen reports that it looks like a complete sell-out for the conclave, to be held Aug. 8-11 at Concord on Lake Kiamesha in the Catskills.

appearances. This netted the hospital \$7,500. He plans to try it again next year.

The dedication of the Montague Memorial Library and Study Center followed with the ribbon being cut by Mrs. Abe Montague, widow of the former president of the Hospital and Columbia Pictures executive, who devoted much of his time and effort to the institution. Governor Nelson Rockefeller sent best wishes for the success of the venture.

Dr. L. Fred Ayzvazian, medical director, conducted a demonstration involving Neil Blount, Memphis exhibitor, who arrived early in the year with a different form of emphysema which responded to cortisone and breathing exercises. He also had a touch of cancer of the larynx, and this was removed by Dr. Richard Gould without removing the larynx. He is well on the road to recovery, he told the group in a hoarse voice. He got nowhere visiting other medical people prior to his check-in at Will Rogers.

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Award winners for Will Rogers Campaign of 1965 are, left to right, Salah Hassanein, exhibitor man of the year; Richard F. Walsh, Will Rogers board chairman; Arnold Shartin, distributor man of the year; Henry A. Graf, who received special citation for work in the IATSE, Chicago; and Will Rogers president Ned E. Depinet.



## Loew's Appoints Godfrey To Vice-Presidential Post

NEW YORK—The appointment of Richard C. Godfrey as vice-president of Loew's Theatres and Hotels was disclosed by Preston Robert Tisch, president of Loew's Hotels.



GODFREY

Prior to joining the Loew organization, Godfrey was for eight years associated with IBEC (International Basic Economy Corporation) founded by Nelson Rockefeller and his brothers with subsidiaries in 34 foreign countries and the United States. Godfrey's duties with IBEC were primarily connected with real estate, housing, food and investments in the New York—Puerto Rico spheres.

Before accepting the IBEC post, Godfrey was engaged for a year-and-a-half in private consulting capacities in the U. S. and the Orient. From 1953 to 1957, he served as business assistant to the owner and publisher of the Readers Digest Association, and from 1950 to 1953 was agent in charge of the F.B.I. in San Juan, Puerto Rico. He had also served with the Federal Bureau of Investigation during World War II, primarily in assignments outside the United States.

## Stein Heads U Tours

UNIVERSAL CITY, CALIF.—Jay Stein has been named general manager of the Universal City Studios Tour Division, it has been announced by Albert A. Dorskind, MCA Inc. vice-president and treasurer. Stein will be responsible for the operation and administration of all matters relating to the Tours.

Stein has held numerous positions since joining the studio seven years ago, his most recent post having been assistant studio operations manager.

Stein succeeds Barry Upson, who has resigned to return to architectural practice in the field of recreation with Smith and Williams in Pasadena.

## Avenue U To Rugoff

NEW YORK—The Avenue U, Brooklyn, has been acquired by the Rugoff Theatre chain, it was announced by Donald S. Rugoff, president. The Avenue U joins the 10 Rugoff theatres in Manhattan plus other Rugoff theatres in Manhasset, Long Island, Queens, and Philadelphia.

# MPAA "Movies And You" Awards Presented To Top Women's Groups

## Hamlet Returns To Beauty As Fox Chops Antennae

CASTLE COMBE, WILTSHIRE, ENGLAND—Castle Combe, an ancient village designated England's "most beautiful" in 1961, is now in the process of escaping the disfigurement of television antennae—courtesy of Hollywood film-makers.

Chosen as one of the locations for the APJAC-20th Century-Fox production of "Doctor Dolittle," the hamlet with a population of 468 is receiving a community antenna which is currently being erected by 20th-Fox technicians. "Doctor Dolittle" is set in the 1840's, and while Castle Combe has been virtually unchanged in the past 600 years, its inhabitants have succumbed to the lure of the big tube, causing their town to sprout antennae. Now, thanks to the film-makers, the town's 19th Century appearance will be restored.

## Long Beach Loves Greer

LONG BEACH, CALIF.—Greer Garson has become the first woman to be honored by the city of Long Beach as their annual Delba Award winner. Miss Garson was selected for her "outstanding contributions and high ideals in motion pictures."

The citation, which pays tribute to the Academy Award winning actress for her role as the Mother Priorress in MGM's "The Singing Nun," was presented at an awards banquet. June 19 through June 25 was declared "Greer Garson Week" here by the Long Beach Chamber of Commerce.

Past Delba Award winners include John Wayne, John Ford, Kirk Douglas, and Dick Van Dyke.

## DFI Signs Fletcher

LOS ANGELES—Jenifer Fletcher has joined Dick Van Dyke's Dramatic Features, Inc., as executive assistant to Byron Paul, vice-president of the newly-formed motion picture and television production company.

The British-born Miss Fletcher was formerly associated with Roberto Rossellini and Dino DeLaurentiis in Rome, where she was recently engaged in production activities on "The Bible" and "Three Faces Of A Woman" for Dino DeLaurentiis Cinematografica S.P.A.

CHICAGO—The awards for the Motion Picture Association of America's first annual "Movies And You" awards competition were presented at the closing luncheon of the national convention of the General Federation of Women's Clubs, it was announced by Margaret G. Twyman, director of the MPAA's community relations department.

The awards were presented at the celebrity luncheon by Robert B. Radnitz, producer of "And Now Miguel," distributed by Universal, United States entry in this year's Venice Film Festival.

Over 2,000 women attended the celebrity luncheon. The General Federation, which has 15,500 clubs in the United States with a membership of over 11 million, is the largest woman's organization in the world.

First award in the competition, which includes a five day all expenses paid trip to Hollywood for two to the chairman of the winning club, and a \$500 cash award to the club itself, was presented to the Southside Junior Woman's Club, Jacksonville, Mrs. Richard L. Randle, chairman. Second award, a \$250 cash prize to the club, went to the Ingram Civic Juniores, Ingram, Pa., Miss Susan Harriss and Miss Joan Merritt, chairmen. Citations were also presented to the two honorable mentions in the awards competition: Forest Park Junior Women's Club, Forest Park, Ga., Mrs. Terry Bakken, chairman, and Junior Woman's Club of Hilton Village, Newport News, Va., Mrs. Horace R. Edwards, chairman.

Mrs. Richard Randle, in discussing her club's award program, said: "The 'Movies And You' program helped the members in our club become better acquainted with our local theatre businessmen and know that our opinion does count. It is a good feeling that we may have contributed to helping more people become aware of the importance of motion pictures in community life."

Miss Harriss and Miss Merritt commented: "We enjoyed learning about the industry's viewpoints and problems. We learned to be aware of problems we had not thought of and felt closer to adults as we understood their attitudes."

Radnitz was given a special certificate of appreciation from Mrs. William H. Hasebroock, president, General Federation of Women's Clubs.

## EDITORIAL—Continued from page 3

public just wasn't interested in a car named "Edsel," although we are certain the gentleman for whom the product was named deserved a better fate. Exhibitors know that you can't sell the public what they don't want no matter how well you advertise and merchandise the package.

Advertising (and we mean trade press ads as well as others) can only bring the message and build the enthusiasm for a good product. If you check a list of "sleepers," you will generally find that they are films that have been given a good sendoff in the trade press. Exhibitors recognized something they liked and were able to transmit their interest to the public.

Consider UA's latest Bob Hope comedy, "Boy, Did I Get A

Wrong Number." Hope is a popular comic, but several of his most recent films have received a luke-warm greeting at the boxoffice. UA got behind this one, and theatremen are delighted with its performance. The same is true for MGM's "Lady L," which took a bit of a shellacking from the critics. However, MGM gave it a big push (starting in the trade press), and indications are it will be a big winner. Enthusiasm is contagious, and with these films, it spread naturally from distributor to exhibitor to customer. The trade press is an important link in that chain.

You can't sell a lemon, but if your product is worthwhile, get behind it all the way.



# Reynoldsburg, O., Hears Objectors; Delays Action on CATV Franchise

COLUMBUS, O.—Reynoldsburg City Council, after hearing objections presented by Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, and four radio and television stations, postponed a scheduled second reading of an ordinance which would grant a 15-year cable television franchise to Multi-Channel Cable Co., Portsmouth, Ohio. No new date has been set for the second reading.

Objections were made by Avco Broadcasting Corp., Taft Broadcasting Corp., WBNS-TV, and Peoples Broadcasting Corp.

Prickett pointed out the responsibility of cities in protecting copyrights, citing recent decision in Federal District Court in the case involving United Artists Television and the Fortnightly Corp., which operates cable systems. The court maintained that Fortnightly "is infringing and continues to infringe on copyright protection rights as alleged by United Artists Television."

Prickett also noted that suburban Reynoldsburg is within the Class A contour of all Columbus television stations, and Columbus is in the top 100 markets as defined by the Federal Communications Commission. This makes mandatory that cable television firms get FCC approval to duplicate programs of any Columbus station.

Fred von Stade, manager of WTVN-TV, said CATV "would fragment audiences and hurt local advertisers." He said it would be possible for the Reynoldsburg CATV net to carry the same film a night before he could show it.

Edward Glockner, president of Multi-Channel, said he questioned whether the opposition was motivated by public interest or was speaking "in their own financial interest." He said his firm's franchise request should be granted before the federal government has a chance to tighten regulations on CATV. Glockner said he believes Federal Communications Commission licensing of cable television is an attempt to delay CATV growth so that UHF stations can expand. He said Multi-Channel could offer Reynoldsburg subscribers a minimum of eight non-local channels.

## "Beach Party" To TV

NEW YORK—American International Television, Inc., has racked up another network sale with the high-figure purchase of "Beach Party" by CBS-TV, AI-TV vice-president Stanley E. Dudelson revealed.

In disclosing the sale of the film, Dudelson stated that broadcasting rights are effective as of October of 1966, and that negotiations are currently underway for the sale of further pictures in the "beach" series.

Chad Mason has been named southern division manager for AI-TV, Dudelson also revealed.

## Horwits Joins Brooks

NEW YORK—Al Horwits has taken a leave of absence from his association with Stanley Kramer to join Richard Brooks and his Pax Productions in an executive capacity. While with Pax Productions, Horwits will function as publicity and advertising director for the recently completed "The Professionals" and Brooks' next film, "In Cold Blood," from the Truman Capote best-seller.

## UA Offers Discount To Medicare Citizens

NEW YORK—As a special convenience to senior citizens enrolled in the Medicare program, UA Theatres in the New York-New Jersey metropolitan area are offering reduced prices for most performances.

Movie patrons enlisted in Medicare can henceforth be admitted to UA Theatres (except for reserved seat attractions) upon presentation of their red, white, and blue Medicare cards at the box office. This offer is made in addition to the existing policy under which all movie goers 65 years of age and over can take advantage of reduced admission prices by obtaining Senior Citizens Membership Cards at UA Theatres.

## World Ent. Adds Exec

NEW YORK—Martin Schlusberg has been named coordinator of activities for World Entertainment Corp., it was announced by Sandy Howard, vice-president in charge of operations for the film production-distribution company.

Schlusberg, prior to joining World Entertainment, was a sales executive with Medallion Pictures. He entered the film industry in 1956 with United Artists, and also has been affiliated with Citation Films and Desilu Productions.

## Will Rogers Tour

(Continued from page 10)

Dr. Kass noted that 70,000 people die annually from emphysema, while one million become disabled from the condition.

Other medical personnel who spoke included Dr. Martin Fitzpatrick, research director, and his assistant, Dr. Verne Hospelhorn, who opined that the library will prove of value in the campaign against cardio vascular diseases. Clinical laboratory head Morris Dworski presented a report on the progress made over the years by the lab, which developed a successful vaccine against TB which is being used with good results in Haiti. TB is still a serious item in undeveloped countries, he stated, with three million dying from it annually while 15 million are infected with it each year.

Dr. R. Cox and Dr. E. Simon discussed expansion of the medical student training program which will have representation from a number of other countries. Adrian L. Ter Louw, coordinator of educational services of Eastman Kodak, who apologized for some of the facilities not being quite ready, had words of praise for the entertainment industry using its skill in research, evaluation, and education with a showmanlike flair. The new building, he was sure, would provide the scientists with a theatre in which to perform.

The theatre received an initial workout when an edited version of the public relations film, "A Place In The Country," was shown in a new nine minute version, as was the new, unique theatre collection trailer by Alfred Hitchcock, which should draw laughs as well as money.

A bit of relaxation followed at Fred  
(Continued on next page)

## Prominent R.I. Critic Receives Honorary Degree

PROVIDENCE, R.I.—At commencement exercises at Rhode Island College, Bradford F. Swan, highly-respected and well-known motion picture reviewer, critic, theatre and art connoisseur on the staff of the Providence Daily Journal-Evening Bulletin-Sunday Journal newspapers, was awarded an Honorary Degree of Doctor of Humane Letters.

Swan was one of just six persons honored by the College. His citation read, "We honor you today as a newspaperman who will not surrender taste in the tyranny of headlines, nor compromise good judgment in the service of instant culture. You have laid bare in your reviews the shoddy-whether in the theater, films, or in books. You have rebuked the false with vim and vigor and wit. But you have always admired what is genuine and honored what is humane. Your code has been to destroy without rancor and to praise with disinterest."

Swan, well known throughout the east, is a noted historian in addition to his theatrical work. He has written on Roger Williams, founder of "Providence Plantations"; as well as Gregory Dexter; the Ruysch map of the world; and West Indies printing.

Born in New Bedford, Mass., 58 years ago, he was a graduate of Yale. He worked as a reporter and editor on the New Bedford Morning Mercury and Standard-Times, and as a reporter on the Worcester (Mass.) Telegram-Gazette before coming to the Providence Journal-Bulletin-Sunday Journal in 1937.

He is editor of "Appalachia," the semi-annual publication of the Appalachian Mountain Club and was the founder seven years ago of the Mountain Leadership Workshop which the club sponsors and which meets each June on the Presidential Range to teach mountain safety to group leaders and camp counselors.

Swan is a member of the Bibliographical Society of London, England, the American Antiquarian Society and of several other historical societies. He has been a John Carter Brown Library Associates' lecturer, is a trustee of the Yale Library Associates, and was chairman of the Friends of John Hay Library of Brown University.

## Can "Pleasure" Be Controlled?

LAKE JUNALUSKA, N. C.—A resolution condemning "adult-only" motion pictures was adopted by the Western North Carolina Methodist Conference at its annual sessions.

It approved a report of its Board of Christian Social Concern which said cities recently have witnessed an upsurge of "adult only" films, hard-core pornography on the news stands, and the establishment of Go-Go Clubs.

It said "pressures for uncontrolled pleasure are increasing" and that "television violence that would have caused a furor of righteous indignation several years ago now gets hardly a ripple of response."

## Fistic Double-Header Set

NEW YORK—The WBA sanctioned world heavyweight championship fight will be telecast on the large theatre screens of three Loew's Theatres June 28.

The telecast will feature WBA heavyweight champ Ernie Terrell's 15 round title defense against challenger Doug Jones, and, on the same program, another bout between Cleveland Brown and Tod Herring. There will be no home tv.

Theatres showing the telecast are Loew's Sheridan, Loew's Victoria, and Loew's Valencia, Jamaica.



## Will Rogers Tour

(Continued from preceding page)

Schwartz's Holiday Harbor bordering Lake Placid, where cocktails, a boat ride in the rain, dinner, and inspection of his enterprise was in order prior to the annual meeting the next morning of board members, trustees and guests.

At that session, president Ned Depinet observed that the Hospital has grown in treatment technique, research, and teaching—with the latter particularly emphasized in the creation and opening of the entirely practical Montague Memorial Building. He thanked Morris Lefko for his fine efforts as national campaign chairman, also thanking the Montague Memorial Committee consisting of Sam Rosen, Rube Jackter, Gene Picker, Jerry Pickman, Hi Martin, and Ned Shrugue.

In 1965-66, \$892,378 came in through fund raising, while the total receipts came to \$1,042,216. A report on fund raising by Gene Picker showed that it was off in every area of participation save one. The major circuits were behind but the smaller independents were ahead. Rooms have been sponsored by the Variety Club of New York, Dallas, Milwaukee, The Lambs, the Dance Educators of America, AFTRA. The trade press was thanked for its generous cooperation.

Mel Maron, representing the absent Lefko, noted that the campaign was being advanced to take advantage of peak periods in all theatres for collections. The raffle, which will be decided on July 15, will bring in \$37,000. More Variety Tents will be sought as room sponsors, and new and more fund raising ideas will be tried, he stated.

Hi Martin urged those concerned not to lose sight of the main revenue source—audience collections. Nat Nathanson urged theatre men to go after outside fraternal or commercial organizations to act as collectors.

Si Seadler, publicity chairman, received a vote of thanks for the fine job he did, which he promptly passed on to radio and television representatives, who are becoming actively interested for the first time, and to the trade press. He proposed the selection of Will Rogers Showmen of the Year and urged continual showings of the films at theatre conventions and regional gatherings.

Lawrence Turrell urged greater cooperation be sought from local tv groups, indicating he received support for requests made on local stations in the Carolinas. Exhibitor Morris Seider suggested other circuits follow his idea of having managers send in individual checks for collections directly to the Hospital. Exhibitor John Rowley urged adoption of a quota system for each theatre as well as insertion in the wills of interested executives of a codicil leaving a portion of their estate to the Hospital when they pass on. Emanuel Frisch urged the establishment of a legacy committee.

(Continued on next page)

# The NEW YORK Scene

By Mel Konecuff

LUNCH WAS IN ORDER WHEN AMERICAN INTERNATIONAL EXECUTIVES Jim Nicholson and Sam Arkoff, president and executive vice-president respectively, were in town with a print of "The Wild Angels" last week.

Arkoff, reiterating his belief that there is no product shortage, estimated that the country's 5,000 drive-ins throw off 50 per cent of the gross for AIP with many outgrossing some indoor theatres by a wide margin. Ten years ago, he recalled, AIP started multiple runs using a combination of drive-ins and indoor houses, and soon other distributors were following. AIP generally likes to avoid downtown openings because of the heavy outlay for advertising and other expenditures, which are not easily recouped.

The company executives felt that there was a need for bigger pictures these days because the smaller ones are almost automatically slotted as programmers, and it takes some doing to make money in this category. The search for bigger releases has taken the company on a road where partnerships, local subsidies, and other factors ease production costs a bit. Producing abroad can prove almost as expensive as Hollywood since it takes longer to do filming outside the U.S. Rising costs and improved content are boosting budgets these days, but it's a necessary evil since audiences today are young ones who want the new and the different, which AIP is striving to supply.

The company is not turning to tv for film making partnerships because they like to make pictures according to their own preferences and merchandise them as they see fit. Production money hasn't proven a problem so they prefer not to let the tv tail wag the theatrical dog, said Arkoff. He was willing to let tv look at their pictures after they've finished with them.

He estimated that their forthcoming releases, "The Wild Angels" and "Fireball 500" will wind up with at least 12,000 bookings domestic. "The Wild Angels" and a forthcoming film on LSD may well mark the start of a "Protest Series," declared Nicholson, to underline the restlessness of today's youth.

The production budget for AIP now stands at 19 millions for the next 12 months with some of the bigger films lately added being "Rocket To The Moon," in color and Panavision starring Bing Crosby, Terry-Thomas, etc., starting in Ireland in August; "The 1,000,000 Eyes of Sumuru," in color with Frankie Avalon and George Nader, to start July 4 in Hong Kong; "The Hatfields And The McCoys," in color and Panavision with Frankie Avalon and Annette Funicello in November in Hollywood; "Guns of Anzio," in color and Panavision in September in Italy; and "2267 A.D.—When The Sleeper Awakes," in color with Vincent Price in October in Prague.

We would tell you about Peter Fonda, star of "The Wild Angels," but when he wanted to sit at our table, we jokingly suggested that a haircut was in order for his near-shoulder length hair, and he stalked off in a huff. Oh well, you can't win 'em all.

**THAT BREAKFAST BIT AGAIN:** GUY STOCKWELL, WHO PLAYS THE TITLE role in Universal's forthcoming "Beau Geste," and four of his Legionnaires, who appear in the picture, were in town to mark the start of a five-week promotional tour on the film's behalf to 19 cities. They decided to tell all across the breakfast table at a spot called Shepherd's, which makes like a discotheque when it's not acting like an Egyptian hotel lobby.

The four Legionnaires, each an ex-member of the fabled organization, were dressed in uniform. Stockwell wore the uniform of Madison avenue, a conservative business suit. The group is splitting for the tour with Stockwell taking one, producer Walter Seltzer taking another, and two going off as a team on their own.

The film was shot in the same Arizona location where its two predecessors were exposed. He saw the sound version after shooting was seven weeks along so he wasn't influenced too much by it. Certain items were duplicated in the about-to-be released version, because it was felt that there would be a hue-and-cry were they left out.

Stockwell told us he is under contract to Universal for seven years, and the star build-up has commenced in deadly earnest. He's been in "Blindfold," "And Now Miguel," "The Plainsman" due in September, "Tobruk" due Christmas, and naturally in "Beau Geste." He would, he admitted, like to try his hand at comedy after all these action and dramatic yarns. He is also hoping to get in some legit stage acting on the coast between pictures.

"Beau Geste" world premieres in Detroit on July 20. (Breakfast wasn't bad).

**THE METROPOLITAN SCENE:** FILM CURATOR RAYMOND ROHAUER OF the Gallery of Modern Art has scheduled a two-month "Tribute To Joe Pasternak," the MGM producer. The program will span the film maker's 35-year career, and he will make several personal appearances during the first week commencing July 12. The exposition will continue through Sept. 11. Nan Grey (Mrs. Frankie Laine) heads a committee to coordinate personal appearances by stars from some of his films who will put in an appearance. . . . Aside to Arnold Marks, entertainment editor of the Oregon Journal: Thanks for the foto. Hope you're successful with your promotion of a "Sell Oregon" campaign in conjunction with the culmination of the filming of "The Way West," with Kirk Douglas and Robert Mitchum, now going on out yonder. You might even see if you can work up a junket atmosphere, and we'll talk to Freddie Goldberg, ad-pub veep at UA, the distributor. We're curious to see if the fishing is as great as you've been telling us over the years. . . . Frd Gwynne and Al Lewis, co-monsters in "Munster, Go Home," were at hand to kick off the Red Cross summer blood program last week. Our informant didn't say whether they were taking or leaving. . . . The excitement is at fever pitch (or so they tell us) as industry athletes compete weekly on the Central Park softball fields of honor. Some are heroes and some are goats, but hopefully all are having a good time. We are printing the current standings in a neighboring column. Go Team Go!

## N.Y. SOFTBALL LEAGUE

|   | Team      | Won | Lost | Pct. |
|---|-----------|-----|------|------|
| 1 | Columbia  | 5   | 1    | .833 |
| 2 | UA        | 5   | 1    | .833 |
| 3 | WB        | 5   | 1    | .833 |
| 4 | MGM       | 3   | 3    | .500 |
| 5 | Embassy   | 2   | 4    | .333 |
| 6 | NSS       | 2   | 4    | .333 |
| 7 | Fox       | 1   | 5    | .166 |
| 8 | Paramount | 1   | 5    | .166 |



# LONDON Observations

by Jock MacGregor

A NEW THEATRE . . . A NEW EPIC . . . A NEW IDEA. IT HAS BEEN QUITE A week.

The new theatre: "This is practical evidence of our faith in the cinema—worth, I would say, any number of words from those elements in the film industry who are not prepared to invest their own capital in its future," John Davis claimed at the "topping-out," that time-honored ceremony to mark the structural completion of the Marble Arch Odeon development. "Unless we are prepared to tear down the old and build afresh—sometimes a saddening process, but nonetheless an inevitable one—we shall not succeed in ensuring for the cinema its unique role in providing the finest entertainment of all for the mass of the people," he continued. "We have made full use of this excellent position by creating not only a new theatre, but an office block which will offer some of the finest accommodations in London." Scots Guards' pipers played as he pressed the button to lower the last load of concrete into position, and we toasted the launching and wished well to all those who will enjoy the programs to come when the projectors start rolling in early '67. Never having been to a topping out before, I took the exterior laborers rickety hoist to the roof of this impressive new landmark to get a new bird's eye view of my parish and my own house 250 feet below, before inspecting the shell of the two tier 1500 seater, which with its hinged ceiling will be able to accommodate Cinema 150. When it opens, I shall once again be able to walk to premieres!

**THE NEW EPIC: JULIAN BLAUSTEIN'S MIGHTY "KHARTOUM" WAS WORLD** premiered at the Casino Cinerama in the presence of Princess Margaret. While the audience lapped it up, the critics raved. Despite its spectacular canvas, this is a story of people, intrigue, and human conflict, and director Basil Dearden has avoided the mistake of many 70mm makers of lingering on eye-pleasing vistas which are great on giant screens but become boring with the ultimate 35mm release prints. It is a personal triumph for Charlton Heston. Never has he been better. Not even diehards questioned his accent.

Afterwards, David Picker entertained at Les Ambassadeurs. Since the premiere had been in aid of army charities, there were many reps of that unique British species—the general, past and present. While I heard a few admitting they were a bit rusty about the period, they were approvingly querying "It was all right, old boy, wasn't it?" They were unquestionably impressed and had enjoyed it all. Indeed, here is a really worthwhile film that is also wonderful, worthwhile entertainment. What a joy it is to attend a preme, enjoy a lavish party, and, with champagne in hand, not to have to strain to think of something nice to say to host and principals! UA has done it again.

**THE NEW IDEA! IT IS REVOLUTIONARY.** BRITISH LION-COLUMBIA, RANK Distributors, 20-th-Fox, and United Artists have formed Amalgamated Film Services to handle their accounting centrally using the latest IBM 360 computer and maintaining complete secrecy regarding trading arrangements. Indeed, once the service starts, the computer room will be strictly off limits for all. It is believed this will add enormously to efficiency and ultimate economy. It will help exhibitors since one check will cover many transactions with four distributors. It is hoped as the computer is extended, provincial and continental branches will open, and other major distributors will join.

**FROM EVERYTHING NEW TO SOMETHING OLD—OLD IN YEARS BUT NOT** in outlook: Ernest Roy celebrated Kay Laboratories' 50th anniversary with a champagne party for customers and staff at the Ritz, and happily recalled that William Fox was among their first customers but had to be given six months credit! Very much a family affair, Kay's are renowned for their personal service and are spending a lot on new premises to meet the growing cinema and tv demand for color processing. Here's to the next 50 years. . . . Rank Theatres held a successful preview at the Leicester Square to which suburban managers brought their press contacts to see Bryan Forbe's black period comedy in color for Columbia, "The Wrong Box," and meet some personalities involved. While the Temperance 7 made conversation hard with their oompah music from the movie, managers and their critics were photographed with actress Nanette Newman in the "wrong box." Past results have shown that not only are such photos excellent for personalised foyer displays, but that many papers will publish. Many were sorry Bryan was not present. They would have liked to ask him why, since there were so many contractual obligations in the billings that the title can only be displayed in small type, he personally has 100 per cent billing.

**BOTH THE PRODUCERS ASSOCIATIONS CANCELLED THEIR MONTHLY** press conferences. The BEPA considered the future of film legislation, and decided among other things that the definition of a British film should remain unaltered; that foreign (American) finance should continue to be allowed; that the Eady Fund should not be less than \$14,000,000; that there should be no limit on how much a picture draws and no institution of "quality prizes"; that all circuits, not only Rank and ABC, could be compelled to show a British film under certain circumstances; that the disqualification from levy benefits for British films shown on free tv should be retained. The BFPA also set up a committee to consider afresh the possibility of a new and powerful association to be truly representative of all British producers in view of changed conditions. Both associations have published their annual reports. In the second paragraph of the FBFM's, tribute is paid to the number of their members' films and artists featured in MPE's last Laurel Awards polls.

**REPORTING ON THE CINEMA EXHIBITORS SUMMER CONVENTION TO** the NW branch, past president Bob Godfrey suggested exhibitors might be more prepared to invest in magnetic sound if 35mm magnetic prints were available for such pictures as "My Fair Lady" and "Sound of Music." Seems he has a point. Incidentally, the many hard ticket bookings of these pictures at the seaside this summer has made it difficult for regular releases to be placed. . . . Britain will be represented at the Berlin film fest by "Cul-de-Sac" and "Gorgy." . . . "Fantasia" is back for the 17th time at Studio One, where it has run an aggregate of 4½ years in the past 20.

## Will Rogers Tour

(Continued from preceding page)

Exhibitor Sidney J. Cohen also urged early collections which would allow a second go-round later in the year in case the initial returns were meagre. Charles Mountain, National Academy of Television Arts and Sciences, urged a week be set aside for an anniversary observation on tv during which time Hospital people and personalities could appear on dozens of programs. This might make the task of collections easier. He also thought radio-television should have a representative on the Hospital board, such as Arthur Godfrey, Ed Sullivan, Gary Moore, etc.

Exhibitor Jack Silverthorne suggested that where there was resistance to collections, special kiddie shows could be put on with the cooperation of distributors, projectionists, etc., with the entire proceeds going to the Hospital.

Fred Schwartz noted that since other areas of the entertainment world were showing interest, visitations during other times of the year might be in order, and he volunteered use of his facilities. Executive director Shugrue reported that the 1966 campaign has opened earlier in some areas and that the results have been very encouraging so far. Next year will see an earlier kickoff date set.

Nate Golden, former Undersecretary of the Commerce Department and now retired, pledged any help that he could give in the nation's capitol. Depinet closed with expressions of gratitude and the news that the meeting next year has already been set for June, 1967.

**BITS AND PIECES:** Winners of the golf tourney were Herman Ripps, first prize; Hi Martin, second, prize; and John Rowley, third prize. . . . A group of executives on their way up to visit the Hospital and attend the annual meeting were grounded in Albany by the poor weather and returned to New York by bus. . . . Dr. Edgar Mayer, an annual and dedicated participant, was absent because he was hospitalized. . . . Mrs. Abe Montague donated \$125,000 towards construction of the Library and Study Center. The total cost was \$209,000. . . . The WOMPIs pledged to underwrite the first 25 volumes in the medical library. Officials estimated it would cost \$25,000 to fully equip the library. . . . Hope Fred Schwartz has his motel finished by next year so that he could put up most of the visitors. . . . Professor Arthur Mayer (we remember when he was called other names while operating the Rialto on Broadway) celebrated his 80th birthday while at Holiday Harbor with cake, candles, and congratulations in order.



H.R.H. Princess Margaret shakes hands with Charlton Heston at the world premiere of United Artists' "Khartoum" at the Casino Cinerama Theatre, London, as Lord Snowdon, center left, looks on.



## ALBANY

Harold Tyler, former owner, Delphia, Chittenango, and the only former exhibitor serving in the Legislature, is completing a seventh term and will run again this fall on Republican-Conservation tickets in Madison County. He is a close friend of Mike, Sid and Bob Kallet, Kallet Theatres, Oneida. . . . Al Marchetti, booker and office manager, Warner Brothers, was tendered a luncheon in Neil Hellman's Thruway Motor Inn to note his 40 years of Filmrow service. . . . Stephen Quade, Lake George motels operator, will reopen the leased Lake, that village, for the summer. . . . Phil Thorne, recently transferred by Schine Theatres to the Strand, Ogdensburg, garnered a nice editorial plug for his house in the Ogdensburg Journal.

## BOSTON

"The Blue Max," which was previewed by theatre group purchasers, press, and VIP's in an unusual screening at the Music Hall, will have its New England premiere at the Cheri June 29. It will be the first hard ticket film for the newly built theatre, which was opened last winter as part of the "Winterfest '66" cultural combination of the arts. Mail orders are now being filled for the reserved seat engagement. . . . Joseph E. Levine is coming in to spend a whole day in his home town of Boston in behalf of his new Paramount film, "Nevada Smith," on June 23. It's part of a 11-city "Nevada Smith" promotion tour. The picture will be screened for the press; Levine will monopolize the tv screens and radio air; and a big dinner will be held in the Presidential suite of the Sheraton Hotel. . . . "How to Steal a Million" has been set by Sack Theatres for a summer premiere. "Torn Curtain," Alfred Hitchcock's 50th film, will have its world premiere at the Music Hall July 14, with stars of the film coming in and Hitchcock in town for three days for promotions and personal appearances. . . . Nelson M. Wright, Wright Enterprises of Boston, independent film buyers and bookers, announce the association of Marvin L. Huban with the firm. Huban was buyer and booker for New England Theatres, Inc., American Broadcasting Companies, Inc., affiliate, until these functions were moved to ABC's home office in New York. . . . Audience collections will be taken by more than 600 theatres throughout New England during the summer for the Variety Club's Jimmy Fund, which aids the Children's Cancer Research Foundation. The 1966 drive was launched with a baseball game between the Boston Red Sox and the Atlanta Braves. . . . "Who's Afraid of Virginia Woolf?," Warner Bros. film version of the Edward Albee stage hit, which played the Colonial Theatre here and ran into censorship trouble, will have its Boston premiere June 29 at the Astor Theatre. Dan Finn, managing director of the Astor, and Bill Kumins, Warner Bros. branch manager, made the announcement.

## BUFFALO

Frank B. Quinlivan, newly appointed district manager for the Buffalo area Dipson Theatres, who has been associated with the exhibition end of the industry for about 40 years, has announced the managerial line-up for the houses now under his supervision as follows: Amherst, Jerry Westergren; Apollo, Harold Murphy; Abbott, Joseph Zebrun; Bailey, Quinlivan and Richard Lunz; Colvin, William Knudson; Riviera, North Tonawanda, and Star, Tonawanda, Frank Guzzetta. In addition to being manager of the Amherst, Westergren is also director of advertising and publicity for the Dipson Buffalo area circuit. . . . Sidney J.



"The most terrible villains on earth"—Lee Merriweather as "Catwoman"; Frank Gorshin as "The Riddler"; Burgess Meredith as "The Penguin"; and Cesar Romero as "The Joker"—all conspire to end the careers of Batman and Robin in 20th-Fox's "Batman," feature film version of the popular ABC-TV show.

Cohen, N. Y. Allied head, and a number of other Buffalo exhibitor and distribution representatives, will go to Rochester June 28 for the opening of "Arabesque" in the remodeled and redecorated Little Theatre, recently acquired by Jo-Mor Enterprises, Inc. . . . John J. Moylan, 82, who worked as doorman at a number of Rochester theatres before retiring after a heart attack several years ago, is dead in that city after suffering another heart attack and stroke. Moylan served as president of the theatrical and stage employees union local for about nine years up to his retirement. He worked as doorman at the RKO Palace, Paramount, Regent, Temple, and Little theatres. . . . The Glen Art, Williamsville, has started its summer series of musicals, managing director Fred Keller has announced. The first program is "Rose Marie," a 1939 release, and "Till the Clouds Roll By," a 1937 feature. The Glen Art will turn the clock back later in June with "Mata Hari" and "Red Dust." . . . Veteran screen and radio star Allan Jones and Darryl Hickman have been added to the Melody Fair roster this summer, Lewis T. Fisher, producer, announces. They will have the principal roles in "How To Succeed in Business Without Really Trying," which opens Sept. 5 at the North Tonawanda theatre. . . . Chief barker Al Petrella has called a general meeting of the Variety Club membership for Monday, June 27. Both barkers and barkerettes are invited to attend and hear first hand reports on the London international convention. Important new business also will be discussed and new members of the men's group inducted. New members are John Martina, Morris Slotnick, and William Laney, all of Jo-Mor Enterprises, Inc., of Rochester; James Mohr, Gelia and Wells Ad Agency; and Gerald Cooper. . . . Industry friends were to honor Bert Kemp, Warner Bros. Buffalo booker, who has retired after many years service with that distributing company. The honor was to be in the form of a testimonial luncheon June 20 in the Variety Club. . . . Reservations for the 40th convention of Variety International, May 16-19, 1967, in Mexico City may be made through past chief barker Thomas W. Fenno, who has just returned from Miami. Fenno urged all barkers and members of Women of Variety planning to attend the big pow-wow to make reservations early, thus assuring the best space and hotel reservations. Registration fees for Barkers and wives will be \$50 each, and men and lady guests, \$60 each. . . . Charlie Funk, ad-pub representative working out of the Buffalo 20th Century-Fox exchange, is shifting between the Buffalo and Pittsburgh exchanges on the open-

ings of "The Blue Max" and "Stagecoach." . . . The annual Variety Club and entertainment industry golf outing will be held Monday, July 25, at Erie Downs in Canada. Jack Chinell is general chairman and Hugo De-Guilio, co-chairman. . . . Liz Dribben, whose tv program, "Dialing For Dollars," is a favorite, gave UA's "Khartoum" a swell plug when she screened a motion picture featurette on the picture, showing herself on location in Egypt during the shooting of the film interviewing Charlton Heston. Liz went to Egypt as the guest of United Artists. . . . Clips from MGM's upcoming "Around the World Under the Sea" were shown to about 125 skin and scuba divers when they were guests in The Charter House Motel of Israeli Tourist Bureau and Air France. Paul Tzimoulis, internationally known underwater photographer, also showed color slides of diving areas in the Mediterranean, the Red Sea, the Dead Sea, and the Sea of Galilee. . . . "Born Free," based on Joy Adamson's story of her pet lioness, Elsa, in Africa, will have two special showings July 26 at 7:30 and 9:30 p.m. in Cinema II, where the regular run of the film will begin the next day. The special showings will be sponsored by the Zoological Society of Buffalo, and proceeds will be used for the improvement of the Buffalo Zoo. . . . Buffalo industryites were sorry to hear of the death of Clayton Eastman in Rutland, Vt. Eastman at one time was manager of the Buffalo and Albany branches of United Artists. He left the industry in 1953 to enter his own wholesale and retail stationery enterprise.

## CHARLOTTE

The Carolina, Greensboro, N. C., has entered into an agreement with the Greensboro Merchants Association for the annual series of free "movie parties" to be held for the summer shopping season, beginning June 29. The programs will be held each Wednesday, beginning at 11 a.m., sponsored by participating members of the Merchants Association. Shoppers may obtain free tickets at participating stores on Mondays and Tuesdays. . . . Wayland Lilliard has been named manager of the Charlotte branch of Paramount Pictures Corporation, succeeding William Holiday, resigned. He has been with the company for 26 years and went to Charlotte from Memphis where he was branch manager. He has been succeeded in Memphis by A. L. Stout, who worked in the film industry at Charlotte for several years. . . . A new firm, Jefferson Carolina Corporation, has been chartered by the North Carolina secretary of state to operate CATV, radio and television stations, studios, and program productions and theatres. It was formed by officials of Carolina Telephone and Telegraph Company of Tarboro, N. C., and Jefferson Standard Life Insurance Company of Greensboro, N. C., headed respectively by H. Dail Holderness and his brother, Howard Holderness. Both Carolina Telephone and Jefferson Standard have been active in CATV operations in the State and have applications pending in several Carolina cities. In addition, Jefferson Standard operates WBT radio, WBT-fm and WBTW-tv at Charlotte, and WBTW in Florence, S. C.

## CHICAGO

Roosevelt University Film Society presented the 1938 Russian film, "The Childhood of Maxim Gorky," at a recent meeting. . . . Clark Theatre is presenting its 14th annual summer film festival, a three months undertaking, ending after Labor Day. The house is offering 194 films in 97 days. There will be festivals within the festival. For example, a Humphrey Bogart film festival was held. . . .





Bill Jacobsen, American Broadcasting Corporation; producer John Temple-Smith; director Don Chaffey; star Carita; and Bob Nathe, also of ABC, are seen in front of one of the giant Les Ambassadeurs displays during the London launching of Hammer-Seven Arts' "The Viking Queen" for 20th-Fox release.

Ernest Lehman, writer-producer, was here to look over "Hello Dolly" for screen adaptation. Bringing this musical to the screen will be Lehman's first assignment in a new multi-million dollar arrangement with 20th Century-Fox, under which he will write and produce five major films, according to Sam Lesner, movie critic of the Chicago Daily News. . . . "Who's Afraid of Virginia Woolf?" opens here July 15 at the United Artists Theatre. . . . Miss Margaret Hoffelder, 67, died in her home. She retired in 1960 after having been a secretary of Essaness Theatre Corp. for more than 30 years. She leaves surviving a sister and a brother. . . . Michael Todd and McVickers Cinerama theatres began their summer policies of presenting daily matinees at 2 p.m. as well as their evening programs. "Cinerama's Russian Adventure Hosted by Bing Crosby" is in its final week at McVickers, to be followed by the gala premiere opening of "Khartoum" on June 22. . . . "Battle of the Bulge" opened at the State-Lake for a continuous performance engagement. A special showing of the film was held in conjunction with Fifth Army headquarters. Among the guests were several service men who had been wounded in action in Viet Nam. This is the first showing of the war film since its run at McVickers. . . . Full-page amusement ads in color announced taking of mail orders for reserved seats to "The Blue Max" opening on June 29. . . . Carol Channing left Chicago and "Hello Dolly" to begin filming Ross Hunter's movie, "Thoroughly Modern Millie." . . . NAC's headquarters here report the "Concession Idea" contest is drawing large response from concession operators and theatre managers throughout the U.S. and Canada. Deadline for submission of completed merchandising promotions is Aug. 14. . . . Keatons Theatres, Springfield, Ill., has acquired within recent weeks these movie houses: Castle, Bloomington, Ind.; Times, Danville, Ill.; and Avon and Rogers, Decatur, Ill. . . . Sam Lesner, movie critic, Chicago Daily News, wrote a comprehensive article on Jack Valenti. Lesner pointed out that Valenti, newly-elected president, Motion Picture Association of America, and former special assistant to President Johnson, plans to demonstrate that "movies can do more for government nowadays than government can do for the movies." . . . Plato C. Foulas, developer of the old Teatro del Lago property and surrounding land, spoke before the Lions' Club of Evanston, telling of the progress of the new No Man's Land development. He is sponsoring construction of a shopping center, several town-houses, and high-rise apartment building.

## CINCINNATI

Construction was started on two new suburban theatres, both expected to be finished by late fall. Stanley Warner's house is located in the new Kenwood Mall Shopping Center, and General Cinema Theatres is building in the Western Woods shopping area. Warners operates the downtown Capitol, and General Cinema owns the Montgomery Drive-In. . . . Mid-States Theatres has two area theatres under construction—the Salem Mall Cinema, Dayton, O., and one at Kettering, O., both scheduled for fall openings. . . . Milton Gurian, AA branch manager and the area chairman for Will Rogers Memorial Hospital, attended an annual meeting of directors at Saranac Lake, N. Y. . . . Frank Schreiber, Universal salesman, attended an annual convention of Sportsmen Association at Louisville, Ky. . . . Jack Finberg, UA branch manager, in Jewish Hospital for the past several weeks, is recuperating nicely. . . . Mary Carnes, National Theatre Supply office manager, is in Good Samaritan Hospital for heart surgery. . . . Judy Covey is new Tri-State Theatre Services secretary, succeeding Linda Rumke, who is attending Bowling Green College, Kentucky. . . . Patricia Ricketts is substituting at Continental for Gloria Hardy, office manager, who is on a summer leave of absence. . . . Bennett Goldstein, Interstate Theatre Services, is booking and buying for Columbia, Portsmouth, O., owned by the Argeros family. . . . Variety Tent Three's annual golf tournament is scheduled for Aug. 15 at Summit Hills Country Club.

## CLEVELAND

The Auto Drive-In, reportedly opened a couple of weeks ago, still has not opened but is expected to bow in a matter of days. . . . Loew's East and Loew's West will definitely open day and date on Wednesday, July 13. Opening attraction at both theatres will be "What Did You Do In The War, Daddy?" starring James Coburn and Dick Shawn. . . . Keith's 105th St. Theatre went to weekend operation the first week of June. . . . The Beatles will give a concert at Cleveland Municipal Stadium in August, now that the ban has been lifted, to be sponsored by station WIXY. Their guarantee is \$75,000. Gate is expected to go well over the \$300,000 mark. . . . The Severance began daily matinees while the Ohio was to start their second summer of daily matinees with "Sound of Music." . . . The Palace will begin a roadshow engagement of "The Blue Max"

July 28. . . . The two Beatle films, "Help" and "A Hard Day's Night," were revived at Loew's State. . . . Jerry Lewis came to town to promote his new film, "Three on a Couch," which he produced and directed as well as starred in for Columbia. . . . The Palace dusted off the footlights for a special Saturday morning show for the kids, featuring Franz, the Toymaker, and Raggedy Ann in person.

## COLUMBUS, O.

Manager Sam Shubouf presented a trophy sponsored by Charlton Heston, star of "The Ten Commandments," to 20-year-old blonde Barbara Kehl, chosen 1966 "Miss Firefighter" at the annual Firefighters' Ball at the Lausche Building, Ohio Expositions Center. . . . "Harper" continued to show boxoffice strength by moving into a fifth week at RKO Palace. . . . Manager Ed McGlone has been a patient at Will Rogers Memorial Hospital for a regular checkup. . . . Gloria Swanson, superstar of the silent film era, has been signed to play the Countess in the Kenley Players' production of "The Women" at Veterans Memorial here the week of Aug. 2. Joan Bennett originally was announced for the part, but had to withdraw because of other commitments. . . . Manager Bernard P. Ginley, Southern, has begun the 19th year of operation of low summertime matinee admissions for youngsters under 16. They're admitted for 25 cents at all matinees except Sunday. . . . Academy-Neth auto theatres and five indoor houses had Columbus first-run showings of James Setwart in "The Rare Breed." . . . Mrs. Hazel G. Solether, operator of the Falls, Chagrin Falls, is the newest member of the Independent Theatre Owners of Ohio, announced executive secretary Ken Prickett.

## DALLAS

Jerry Lewis, star, producer, and director of "Three On a Couch," will arrive in Dallas June 23. This will be the 11th city to be visited on a tour of more than 30 cities. Traveling by charter jet plane, Lewis will be accompanied by a staff of seven persons including Hal Bell, Bill Richmond, Jim Flood, Dick Jarrad, Lou Brown, Barrie Lorie of Columbia Pictures, and Carol Saraceno, his secretary. The film will be released on July 7 on a multiple theatre opening in Fort Worth and Dallas. . . . Palmer Thompson, writer-producer, was in the city on a promotional visit for his latest film, "Make Like a Thief," currently showing at the Capri. . . . Motion picture star Dorothy Malone, a Dallas native, returned for a brief visit to her parents. . . . Arlene Charles, starlet who has appeared in 13 films during her two years in Hollywood, was a visitor in Dallas and Fort Worth on a promotional tour in behalf of American International Pictures' "Fireball 500," which had a multiple opening at 16 area theatres. As part of the promotion for the showing of the film, the Devil's Bowl Speedway staged a special Fireball 500 stock car race with Miss Charles riding in the pace car. . . . Slim Pickens, who has the role of "Buck" in the new Martin Rackin production of "Stagecoach," arrived in Dallas on a promotional tour in behalf of the film, which opened at the Majestic. . . . "And Now Miguel," Robert Radnitz production, will open at 15 area theatres on June 23. . . . The Wallace Blankenship Theatres have closed their local booking and buying office and have moved it to Lubbock, Tex. Tim Stamp who has been in charge of the Blankenship office, is seeking a new association here. . . . Clyde W. Rembert, Jr., Motion Picture Advertising Corp., has announced that 375 D-I's have signed up for participation in "Morton's Night at the D-I



Theatre" in the Texas promotion. . . . "The Bible," epic by Dino de Laurentiis, has been booked for showing at the Tower in mid-October on a reserved seat basis.

## HOUSTON

Arlene Charles was in on a promotional visit to promote the showing of "Fireball 500," which had a multiple opening at six indoor and six D-I theatres. Miss Charles also had a date with Eddie Reh, University of Houston, who won the date in a contest. . . . "This Property is Condemned" was given a special free preview at Loew's State. In order to obtain tickets, a coupon was printed in the local dailies with instructions given over radio station KNUZ. Only 2,000 seats were available on a first come-first served basis. . . . The Post Oak D-I, twin screen, is celebrating its sixth anniversary with a special offer to its patrons. A free chicken dinner is being given with all tickets ending with 13. . . . Jack Valenti, president, Motion Picture Producers Association, had a reunion here with his parents, Mr. and Mrs. Joe Valenti. Valenti was in the city for the world premiere of "A Big Hand for the Little Lady," his first motion picture premiere. . . . Hollywood film star Charlton Heston may come to Houston. He is seriously considering playing the lead in "A Man For All Seasons" in the fall at the Houston Music Theatre. Heston did the same role for the Valley Music Theatre, the sister company to the local group, this past season on the west coast. . . . Stanley Warner Theatres is making preparations for the formal opening of the new Memorial in the Memorial Shopping City on June 23. The new theatre has a seating capacity of 1,450 on two levels. It has a parking area for 4,000 cars. The opening feature will be "Nevada Smith."

## JACKSONVILLE

Roy Smith, owner of the theatre supply film bearing his name with offices and warehouses in this city and Tampa, cancelled all his business appointments on a recent weekend to attend social gatherings in Orlando devoted to the 35th anniversary of his high school graduating class. . . . Tom Gerrety, Universal home office insurance executive from New York, visited W. A. McClure at the local Universal office en route to a south Florida vacation. . . . John Norman, owner, Lakeland, Lakeland, Ga., is now employed on a Cape Kennedy project, and the theatre is being operated by Mrs. Norman. . . . Kathy Grigsby, a clerical worker at 20th-Fox, has been promoted to a student booker's post by branch manager Leon Weston. . . . Carl Spires, Universal booker, went into National Guard training at Ft. Stewart, Ga., during his vacation period. . . . Robert Pollard, Buena Vista manager for Florida, reported that he and Bill Williams, his booker, are in their peak booking period for the year for both motion picture theatres and television outlets.

## MIAMI, FLA.

The Boynton Beach, Fla., Cinema opened June 1. This is a 699-seat house operated by Orange State Theatres. Orange State's headquarters are in the Palm Coast Plaza in West Palm Beach. They operate theatres in West Palm Beach and Titusville. Manager of the house is Hayden Bivens, a local resident. . . . Louis Wolfson, senior vice-president of Wometco Theatres, and presently completing his third term as a representative to the Florida State Legislature, was given an Award of Merit for his efforts in promotion legislation benefitting elderly Floridians. The National Council of Senior Citizens honored young Wolfson at a two-day convention in Washington, D. C., for his efforts to win a state mini-



Lloyd Bridges, one of the stars of MGM's "Around The World Under The Sea," is seen at the recent premiere of the film at the Carib, Miami Beach, Fla., with manager Tom Rayfield.

mum wage law, a reapportionment law, a law to make it easier for Floridians to vote, and a law setting a 25-cent admission charge for senior citizens at theatres between noon and 6 p.m. . . . Col. Tom Parker, manager of Elvis Presley, was in St. Petersburg looking over locations for another Presley film which may be made in Florida. . . . "My Fair Lady" was the opening film for one of the largest drive-ins on the west coast of Florida, the new Mustang, which accommodates 1,000 cars. Ray Dunn is manager. . . . Before leaving Miami, producer Joseph E. Levine intimated that one of his planned films, "Stiletto," is about the south Florida area and "it is quite possible we could film it here." The proposed picture is based on a story written several years ago by Harold Robbins, who would also direct and produce it. Robbins' mother lives in Miami Beach. . . . J. B. Lundahl is assistant, Town, and Gary Holly is trainee assistant, Rio. . . . Fourth of July will be celebrated with fireworks displays at the 27th Avenue, Coral Way, Boulevard, and North Dade drive-in theatres. . . . Hurricane Alma did little damage in the Greater Miami area, and most theatres remained open, except for drive-ins. . . . Jeff Forbes, Crossroads, St. Petersburg, is selling a \$5 Gif-Tik-Book, worth \$6 in theatre admissions. The books are obtainable only from local charitable organizations, however, who sell them for a percentage. . . . Final ordinance was unanimously adopted by Metropolitan Dade County Commissioners which will officially exempt the movie industry from certain county building regulations that were originally drawn up with permanent structures—not temporary movie sets—in mind. This climaxes weeks of haggling and debate. However, the commissioners called for further study of the matter of permitting country building inspectors to check temporary plumbing facilities to make sure they are not "a sanitary nuisance," and this study may result in a new ordinance. . . . With Hurricane Alma hovering nearby, members of the Wometco Old Guard celebrated with their 25th Annual Recognition Banquet at the DuPont Plaza Hotel. Hal Kopplin, director of art and advertising, and Sonny Shepherd, vice-president of Wometco Enterprises, Inc., were signally honored for each having achieved 40 years of service to the company. Ray Toemmes, manager, Miami, and his Dale, secretary to president Mitchell Wolfson, were each honored for 35 years of service. Walton Oakerson, manager, 27th Ave. Drive-In, and Beatrice Eve, manager, Capitol, each were recognized for 30 years of service. Margaret Tremblay, secretary to Sonny Shepherd, was recognized for 25 years. Receiving 20-year awards were Harry Armstrong, Rio; James Camp, Skydrome Drive-In, Lake Worth; Louis Heidelberg, Sunset; Tom Rayfield, Carib; Al-

fred Moss, Cameo; B. J. Roberts, Carib; Freda Goldberg, secretary to Edward Stern, chief Wometco booker. Louis Wolfson, senior vice-president of Wometco, was a 15-year award winner. Joe St. Thomas, Wometco Vending, is new president of the Old Guard, and Franklin Maury, Miracle, joined the board of directors.

## KANSAS CITY

The midwest premiere of "Khartoum" will be held at the Durwood Empire June 27 as a benefit for the Kansas City St. Andrew's Society. The proceeds will be shared with the British Charitable Trust which aids British subjects in need here. The premiere will feature a special appearance of the St. Andrew's Bagpipe Band and a champagne intermission. The organization has taken over the 1,347-seat theatre and has set a scale of \$5, \$7.50, and \$15 for tickets. A trip for the bagpipe band to represent Kansas City in the Scots of Texas Highland Games is to be financed by the proceeds. "Battle of the Bulge" ends its run at the theatre June 26, after having played 17 weeks on the road show policy which prevails for Cinerama attractions. "Khartoum" will begin its regular run June 28 at the usual hard ticket scale, \$1.80-\$3, with a minimum of 10 showings per week. Matinees will be Wednesday, Saturdays, and Sundays.

## NEW HAVEN-HARTFORD

A possible extension looms in the application of the Hartford Charter Oaks football team to rezone some 140 acres of property along interstate route 91 and the Bradley Field connector routes in suburban Windsor Locks. The town's planning and zoning chairman, James Hughes, said that his commission will require a fully-detailed site plan from backers of the stadium and adjacent multi-million dollar commercial center—including a dual motion picture theatre complex to be known as Cinema 1 and 2—before any action is taken on a zone change request. . . . Joseph Giobbi, Crown, Hartford, and his niece, Regina Scotta, are back from a month-long tour of Italy. While in Rome, they visited the Cinecitta film studios. . . . Mrs. Audrey Rushon, manager, Lockwood and Gordon Plaza, Windsor, danced in the annual student recital of the Jane Hart School of Dance at the 3277-seat Bushnell Memorial. . . . Dave Titleman, MGM Connecticut branch manager, has named Allen M. Widem, Hartford Times amusements editor, to the communications advisory council for the Connecticut Will Rogers Memorial Hospital Campaign. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, is remodeling the Eastwood, East Hartford, at a cost of \$125,000, preparatory to hosting June 29 Connecticut premiere of Columbia's "Born Free." The theatre will now be known as Cinema 1. Paul Macbeath is resident manager. Additional parking will be made available on land north of the theatre. . . . In a unique gesture of downtown theatre cooperation with stores remaining open to 9 p.m. on Thursday nights, Joseph Miklos, Stanley Warner district manager, and Robert Carney, Strand resident manager, have announced a 2 p.m. Thursday matinee for duration of MGM's "Doctor Zhivago" long-run engagement. "We want to offer a matinee for women shoppers on this particular day," Carney told MOTION PICTURE EXHIBITOR. "This is a 'first' for a downtown hard-ticket theatre. . . . General Cinema's deluxe Milford Cinema, in the Connecticut Post Shopping Center, Milford, hosted a one-man art show, featuring works of prominent West Haven artist George N. Capman, who took first place in a recent



regional competition. . . . A New York concert violinist, Harry Braun, has offered to give a benefit performance at the Sterling Opera House, Derby, in an effort to save the theatre from destruction by the Derby Redevelopment Program. . . . The Portland Drive-In, Portland, is now screening its main feature first Sunday nights. . . . A sizable film industry delegation attended a testimonial dinner honoring State Rep. Irving C. Jacocks, owner of the Branford Theatre, Branford, sponsored by the Branford Republican Town Committee, at the Ambassador Restaurant, Hamden. Jacocks, a director of Motion Picture Theatre Owners of Connecticut, has announced he will not seek another term in the State Legislature.

## NEW ORLEANS

Mrs. Connie Aufdemorte, president, Ladies of Variety of Tent 45, New Orleans and part time employe at Don Kay Film Enterprises, was named chairman of college relations of the American Red Cross, New Orleans chapter. . . . John Polk acquired the ownership of the

Hazel, Hazelhurst, Miss., formerly operated by W. Kaminer in affiliation with M. A. Connett Theatres. . . . Edgar Rosseau renamed the Joy, Gramercy, La., the Gramercy. . . . MGM branch manager Billy Briant vacationed in Alaska. . . . A champagne party will launch the opening of Warners' "Who's Afraid Of Virginia Woolf?" at the Lakeside, sponsored by Variety Club Tent 45. . . . James Freeman has taken over the operation of the Gil, Lafayette, La., via lease from owners Mr. and Mrs. Gilbert Romero. . . . The former Strand, a unit of A. L. Royal Theatres, renamed the Royal Cinema, reopened after complete remodeling with a new policy of roadshow and art films. The opening attraction was "The Greatest Story Ever Told". . . . The MGM exchange staff and their families had a grand time on an excursion down the Mississippi River on "The Mark Twain". . . . Joseph E. Levine was in connection with "Nevada Smith," booked for the Sacnger. . . . And Jerry Lewis was due in for the opening of "Three On A Couch" at a number of neighborhood and drive-in theatres in the metropolitan area.

## PHILADELPHIA

June 27 will be "Variety Day At Willow Grove Park." Harold H. Salkind, chief barker, Philadelphia Tent 13, announced that David Rosen, former chief barker, will be chairman. Hankin Brothers, owners and managers of the park, have made the entire facilities and amusement features of the amusement center available for the day. General admission will be \$1.00 with the charge including a strip of tickets for use on the many games and rides. Members of the Variety Club Women, models and beauty contest winners will be volunteer cashiers. All moneys collected at the gate will be turned over to the Tent's Heart Fund. . . . David Milgram, Milgram Theatres and TOP head, was given a 60th birthday surprise party by his family at Ashebourne Country Club. . . . Leo Posel was reported in Hahnemann Hospital. . . . Mrs. John Golder, wife of John Golder, long ill, was reported on the critical list.

## PROVIDENCE

This area was recently honored by the presence of several Hollywood celebrities and bright lights from the world of television and stage. Joan Crawford recently visited nearby Newport, R. I., where two of her adopted daughters were graduated from an exclusive girls' school, Vernon Court. The lovely film star was the subject of an interview by a leading local journalist. Danny Thomas, tv personality, arrived to do a benefit for the ALSAC charity. During his stay, he was given a grand tour of the city prior to a teen-age rally. Several local dignitaries accompanied Danny on his motor tour of Providence and suburbs. Jimmy Durante, star of stage, screen, and television, attended a dinner at the nearby Squantum Club, honoring U.S. Representative Fernand St. Germain, one of Rhode Island's two Congressmen. Durante recalled, in an interview with a local newspaperman, that it was over 40 years since he was last in this city. He pointed out that in the late 1920s he played at the old Fay's Theatre in Providence with Lou Clayton and Eddie Jackson, under the billing of "Clayton, Jackson, and Durante." Asked when he planned to retire, Jimmy said, "I'm 73 now and I'll keep going as long as the people want me. The people decide when you'll retire."

## ST. LOUIS

Wehrenberg Theatres celebrated its 60th

anniversary in show business by offering patrons live entertainment including barber shop quartets, square dances, KXOK radio personalities and bands, etc. and old movies at the firm's drive-ins—Ronnies, 66 Park In, North, South Twin Drive-Ins. There were also free gifts, free attendance prizes and more as their way of saying "Thanks" for 60 wonderful years. . . . Terri Ann Griffith has joined the office staff of Mid-America Theatres. . . . Jerry Lewis was in connection with "Three On A Couch". . . . Ronald Krueger, president, Wehrenberg Circuit, was on active duty with the Air Force Reserve unit. . . . Lester Kropp, of the Wehrenberg Circuit, spoke on Radio Station KMOX's program "At Your Service" on the history of the circuit and drive-in theatres. . . . Dick Fitzmaurice, Mid-America Theatres, was happy that his son was home on leave from the Navy and spent some time with the family.

## SAN ANTONIO

San Antonio-born Joan Crawford Steele returned to the city of her birth, but not in the role of an actress. A member of the board of directors of the Pepsi-Cola Co., she and James B. Somerall, president and chief executive officer, headed an array of visitors at the dedication of a new plant for the Pepsi-Cola Bottling Co. of San Antonio, Inc. . . . The Woodlawn was closed for two days for remodeling and finishing touches prior to the premiere of "Doctor Zhivago," sponsored by radio station KONO and KITY-FM with seats at \$5 per person and the proceeds to Witte Museum. . . . Beverly Scoggins, daughter of Vivian Scoggins, secretary to Tom Powers, city manager, Cinema Arts Theatres, is one of the usherettes at the Woodlawn. Dale Scoggins has also taken his first summer job as an usher at the circuit's Laurel. . . . John Santikos, Olmos, booked "A Thousand Clowns" opening June 16; "Lady L" on June 23; and "Battle of the Bulge" on July 7. . . . The old Ritz has been closed for many years and has reopened as Soulsville U. S. A. It has been remodeled to include a stage with ramp, circular dance floor surrounded by individual tables, entertainers' lounge, and balcony. . . . Two of the five Cinema Art circuit theatres will be devoted to road shows. The first is the Woodlawn where "Doctor Zhivago" is currently being shown. The second will be the Laurel where on June 29, "The Blue Max" is scheduled to open with 14 performances weekly. . . . The grand premiere of Mario Moreno ("Cantinflas") in "El Senor Doctor" was held at the Alameda. . . . The Film Classics Society at Incarnate Word College is making plans for a home movie contest this fall. It will be open to any citizen who likes to make silent or sound films in color or in black and white. . . . Slim Pickens, the stagecoach driver in the new 20th Century-Fox "Stagecoach," was in for promotion purposes. . . . After being operated for 23 years, the Capitol, Brownsville, Tex., one of the oldest movie houses in the city, has been closed and the property sold for conversion into a retail store. Jessie Fox had leased the Capitol for the past 10 years and closed after his lease ran out. Arje Fogel Distributors of New York purchased the property for \$80,000. . . . James W. Pryor is manager of the recently opened Colonial D-I, La Porte, Tex., which has a 750 car capacity. The opening day had free admission to all patrons. . . . Alamo Village, Brackettville, Tex., the site for John Wayne's epic "The Alamo" was used for the filming of a documentary made by North American Aviation Corporation in cooperation with the National Aeronautics and Space Administration.

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# REVIEWS

**The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product**

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29-year-old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

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SECTION TWO

Vol. 75, No. 20

June 22, 1966

## AMERICAN-INT.

### Fireball 500 MELODRAMA WITH MUSIC 91M.

American International  
(Pathe color) (Penavision)

ESTIMATE: Racing car thrills for teen-agers.

CAST: Frankie Avalon, Annette Funicello, Fabian, Chill Wills, Harvey Lembeck, Julie Parrish, Don Randi Trio Plus One, Carol Lombard Singers, others. Produced by James H. Nicholson, Samuel Z. Arkoff, and Burt Topper; directed by William Asher.

STORY: Frankie Avalon is an auto racer who competes with Fabian for the favors of Annette Funicello, daughter of Chill Wills, race promoter. The boys also compete in races, some of which are sponsored by Harvey Lembeck, who is also a moonshiner in partnership with youthful widow Julie Parrish. Avalon's aid is enlisted by revenue agents, and he helps in exposing Lembeck after one of the rum runners is killed. Fabian, at first suspected by Avalon, winds up with Funicello, and Avalon with the evidently reformed Parrish.

X-RAY: This film is an obvious attempt to add melodramatics to the somewhat tired "Beach" films. The racing car idea comes off nicely, and the five or so musical numbers fit into a carnival setting, etc. However, the moonshine business has some holes in it, particularly the unexplained and quick reformation of Julie Parrish. There is plenty of action all the way with several okay fist fights in addition to the race scenes, which benefit from some adroitly dubbed footage. Color photography, production, and direction are first rate as are stock performances by the generally youthful cast. Several situations may blur this a bit for the teen-agers, for whom it is obviously intended, but overall, it will certainly fill the bill for that audience. This was written by the director.

AD LINES: "Mile A Minute Thrills As The Beach Gang Takes To Hot Rod Racing"; "The Snappiest, Fastest Young American Jamboree Yet."

## COLUMBIA

### The Mystery Of Thug Island

MELODRAMA  
96M.

Columbia  
(Color)  
(Italian-made)

ESTIMATE: For lower half.

CAST: Guy Madison, Inge Schoner, Giacomo Rizzo Stuart, Ivan Desny, Giulia Rubini, Nando Poggi, Peter Van Eyck. Directed by

Luigi Capuano; produced by Nino Battiferri.

STORY: When the three-year-old daughter of British captain Peter Van Eyck is kidnapped by the thug cult, he tries to find her to no avail. Fifteen years later, the British Government decides to send an expedition against the thugs, headed by Guy Madison, and Van Eyck is placed in charge. It seems that Madison has brought up the kidnapped girl, Inge Schoner, as a virgin representative of the goddess Kali. She is not happy over the shedding of blood and let Madison know it. He eventually admits her true identity but refuses to let her go. When he learns that Van Eyck is after him, he tries to destroy him but fails when Van Eyck is helped by a handsome snake hunter, who meets and falls in love with Schoner. Eventually, the thugs are smashed, Madison is killed, Schoner is freed, and the future looks bright.

X-RAY: The subject of the thug cult has been done before and better. This version is moderately interesting, containing fair performances, okay direction, and suitable production values. The use of color helps a bit, and the entry should do okay in the supporting slot of the double bill as filler. In some situations, the name of Guy Madison may be of value. The screenplay is by De Riso Arpad and Ottavio Poggi.

AD LINES: "Death Cult On The Rampage"; "One Man Dared Challenge The Island's Dark Secrets."

## CONTINENTAL

### Gypsy Girl

DRAMA  
102M.

Continental  
(English-made)  
(Color by Movielab)

ESTIMATE: Effective art house entry.

CAST: Hayley Mills, Ian McShane, Laurence Naismith, Geoffrey Bayldon, Annette Crosbie, Norman Bird, Hamilton Dyce, Pauline Jameson, Rachel Thomas. Produced by Jack Hanbury; directed by John Mills.

STORY: Hayley Mills is a 17-year-old in a small English village who has the mind of a 10-year old, caused presumably by an accident that resulted in the death of a playmate years earlier. Her mother, Annette Crosbie, a widow, takes to the gin bottle quite often to ease her burden. Mills is pitied by most in the village. Ian McShane, a gypsy lad belonging to an encampment on the outskirts of the village, is taken with Mills and follows her about, one day making her acquaintance. She has a rapport with the children of the village and compassion for dead pets, and buries two hamsters in the village burial ground. The other youngsters follow her example, and the small mounds soon cause quite a stir in the village,

which vicar Geoffrey Bayldon tries to resolve. An argument between Mills and Crosbie results in the mother striking her daughter, who runs off and accidentally stumbles in the water of a nearby river. McShane rescues her and carries her to the caravan, where she is hidden from searching villagers and police while she recovers. Crosbie has a stroke and dies, leaving Mills alone. She returns to the grave of her mother, and Bayldon tries to comfort her, knowing that she will probably wind up in an institution. Mills, meanwhile, has fallen in love with McShane, and she promises to return to him as the caravan leaves. Bayldon helps her, figuring that she will be better off married to McShane rather than institutionalized.

X-RAY: Ordinarily, the presence of Hayley Mills in a film would guarantee a certain amount of family and youngster attendance. However, her role here is so offbeat and a bit on the depressing side that one wonders whether her usual audience will appreciate the entry. Bits of dialogue are so very English that art house attendees may be more receptive than general audiences. Otherwise, the entry holds interest generally well with appropriate performances and standard direction and production. The use of color is an asset. It should do okay as part of the show in selective spots or maybe on a wider scale if it happens to catch on. The screenplay is by Mary Hayley Bell and John Prebble.

AD LINES: "Hayley Mills In A Most Unusual Role"; "A Lonely Girl Seeks Happiness Where She Can."

## EMBASSY

### The Main Chance

MELODRAMA  
60M.

Embassy  
(English-made)

ESTIMATE: Fair for supporting slot.

CAST: Gregoire Aslan, Tracy Reed, Edward De Souza, Stanley Meadows, Jack Smethurst. Produced by Jack Greenwood; directed by John Knight.

STORY: Edward De Souza gets around in shady circles trying to be noticed, and he is checked by Gregoire Aslan before he contacts him to do a job which would entail his flying diamonds across the channel from France to England. Aslan has been using an electronic lab to help in his work, and he boasts that he always has a protective device. De Souza plays hard to get but finally agrees. He makes a play for secretary Tracy Reed, but she ignores him. He also arranges with some accomplices to help in the double cross he has planned. The operation comes off with De Souza double crossing both Aslan and his own associates. Aslan warns De Souza in his plane headed toward Europe that he will be blown up when Aslan throws a switch unless he lands, but



De Souza laughs. Aslan pushes the button, but nothing happens as Reed has fixed the switch before joining De Souza in the double cross.

X-RAY: The running time of this release would seem to indicate that it was originally made as a television pilot that never quite came off. Its area of interest is a bit limited because of the short time, while the subject matter is moderately interesting, the cast average, and the direction and production fair. The works of mystery writer Edgar Wallace, this being based on one of his novels, deserve better treatment. The screenplay is by Richard Harris. It can serve as filler on the lower half of the program.

AD LINES: "When Crooks Fall Out, Anything Can Happen"; "Diamond Thieves In Action."

## PARAMOUNT

### Assault On A Queen MELODRAMA 106M.

Paramount  
(Panavision)  
(Technicolor)

ESTIMATE: Entry has angles that can sell well.

CAST: Frank Sinatra, Virna Lisi, Tony Franciosa, Richard Conte, Alf Kjellin, Errol John, Murray Matheson, Reginald Denny, John Warburton, Lester Matthews, Val Avery. Produced by William Goetz; associate producer, William H. Daniels; directed by Jack Donohue.

STORY: Ex-submarine officer Frank Sinatra and buddy Errol John run a fishing charter boat in Florida. A shortage of funds causes Sinatra to agree to dive for a lost treasure ship as indicated on a map held by Virna Lisi, an Italian from Naples, who is financing the venture, and her associates, adventurers Tony Franciosa and former German U-boat commander Alf Kjellin. Sinatra and Lisi are attracted to each other, which arouses Franciosa, who had a prior claim on Lisi. Rather than a treasure ship, Sinatra comes across a German submarine resting on the bottom. Kjellin gets the idea of raising her to see whether she is seaworthy, and if so, to use her to rob an ocean liner such as the Queen Mary. Sinatra is able to float her, and her condition is not bad. Kjellin hires a former associate, Richard Conte, who is an expert with motors, and they soon have it in running order. They practice their assignments until everything is running smoothly and then set out to rendezvous with the Queen Mary. Via a ruse, they get aboard, bluff their way into the bank and bullion rooms, and prepare to depart. Franciosa gets greedy and tries to rob a passenger. He is shot. Meanwhile, a Coast Guard cutter happens by and is told of the situation by blinker. They bear down on the submarine from which Sinatra, Lisi, and John have escaped. Kjellin and Conte go down with the sub. The other three hide behind a raft and prepare to row towards South America when the cutter and liner leave.

X-RAY: Here in is contained a bizarre plot that offers much in the way of freshness and the unusual. These aspects make themselves felt most in the second half of the film and during its climax. The first portion, devoted to setting the scene and the action, is on the slow side. As time passes, the pace picks up, and everyone will be held in enveloping suspense by the climax. The film is well-made, offering as assets the presence of Sinatra, Virna Lisi, and the others; the very thought of holding up an ocean liner the size of the Queen Mary; the production values; the color; the excitement;

etc. The performances are good, and direction is efficient. A bit of extra exploitation, tie-ins, etc., can bring about better returns. The screenplay is by Rod Serling, based on the novel by Jack Finney.

AD LINES: "The Crime Of The Century"; "An Unusual Thriller Of Piracy On The High Seas In Modern Times."

### This Property Is Condemned

DRAMA  
110M.

Paramount  
(Technicolor)

ESTIMATE: Steamy Tennessee Williams story of the south.

CAST: Natalie Wood, Robert Redford, Charles Bronson, Kate Reid, Mary Badham, Alan Baxter, Robert Blake, John Harding, Dabney Coleman, Ray Hemphill, Brett Pearson, Jon Provost. Produced by John Houseman; directed by Sydney Pollack.

STORY: In the 1930's, 13-year-old Mary Badham tells the story of her sister to friend Jon Provost as she's wearing one of Natalie Wood's old dresses. She recalls that stranger Robert Redford arrived in town while mother Kate Reid is throwing a party in her boarding house near the railroad tracks. Reid asks daughter Wood to help entertain. She is pushing her to get friendly with a middle-aged, but well-off railroad conductor. Redford takes a room and starts laying off some of the men who work for the railroad in an efficiency move. He and Wood seem attracted to each other, even though she has to practically throw herself at him. She tells him that she wants to get away from this small, terrible town. The fired railroaders gang up on Redford and give him a beating. Before he leaves, he buys Wood a ticket to New Orleans but leaves without her when mother Reid mistakenly gives him the impression that Wood doesn't want to go. He leaves without giving her a chance to explain. Wood takes to drink and wild times after Redford leaves, and in a pout even marries Charles Bronson, one of her mother's boy friends. Disgusted the next morning, she takes money from him and goes to New Orleans, where she is reunited with Redford. They live together, planning to marry. Before this comes off, Reid finds them and reveals her marriage to Bronson, which causes Wood to run away. Badham reveals that she became sick and died not too long after she ran off.

X-RAY: Once again, a work of Tennessee Williams is turned to for a sweltering story of a small southern town and some of its people. There's the expected cheap and tawdry romances; the drive to stay alive and solvent no matter the cost or the fact that sex has to be utilized; the unpleasantness dictated by the conditions of the times; a bid for happiness between lovers that never seems to come off; angry resentment that flares into physical violence, etc. All this has been nurtured by skillful writing; made presentable by palatable direction; and carried forth with spirit by a capable cast, with Wood and Redford particularly noteworthy. The production values are commendable, as is the use of color. The screenplay is by Francis Ford Coppola, Fred Coe, and Edith Sommer. There is a haunting tune played through much of the running time, "Wish Me A Rainbow."

AD LINES: "Thrill To The Tales Of Tennessee Williams"; "Small Town Sex Was A Dangerous Weapon."

### DO SAVE . . . pink REVIEWS

*They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.*

## 20TH CENTURY-FOX

### The Blue Max

DRAMA  
156M.

20th Century-Fox  
(CinemaScope  
(DeLuxe Color)

ESTIMATE: Highly interesting adventure.

CAST: George Peppard, James Mason, Ursula Andress, Jeremy Kemp, Karl Michael Vogler, Loni Von Friedl, Anton Diffring, Peter Woodthorpe, Harry Towb, Derek Newark, Derren Nesbitt, Friedrich Ledebur, Roger Ostone, Hugo Schuster, Tim Parkes, Ian Kingsley, Ray Browne, Carl Schell. Executive producer, Elmo Williams. Produced by Christian Ferry; directed by John Guillemin.

STORY: In 1918, Lieutenant George Peppard is assigned to the depleted German air squadron. Commanding officer Karl Michael Vogler senses a cold hostility in Peppard, who is ambitious and takes a competitive attitude toward Jeremy Kemp, whom the other members of the group hold as a hero. Peppard is determined to win the highest decoration ever bestowed by the Kaiser on a pilot, which the flyers have nicknamed "The Blue Max." Peppard goes on his first sortie with Derren Nesbitt, one of the old guard, who is shot down. Although Peppard downs his attacker and makes it back safely, there is no pilot to confirm Peppard's kill. Peppard next goes on a mission with Kemp. He captures a British observation plane and accompanies it back to the German base, shooting the gunner of the British plane. Rumors spread that Peppard really "murdered" the gunner in cold blood, and he is regarded with distaste, although there can be no doubt of his "kill." Kemp attains the number of "kills" required to win "The Blue Max," and his uncle, Colonel General James Mason comes to present the decoration. Mason is told of Peppard's methods and applauds his attitude instead of expressing disapproval. Accompanying Mason are his wife, Ursula Andress, and Vogler's wife, Loni Von Friedl. Peppard tries to ingratiate himself with Andress but is snubbed. She has been having an affair with Kemp. Peppard's reputation as an air hero is secured when he saves the life of Carl Schell. He declines an invitation to join his squadron, however, and is sent to Berlin for propaganda purposes, where he romances Andress. The German offensive of 1918 is launched, but quickly bogs down. Peppard maneuvers Kemp into a crash that kills him. Peppard claims two of Kemp's "kills," as his own and this brings up his total to the amount required for a "Blue Max." In a fit of drunken boastfulness, he tells Andress the truth. Vogler tries to institute a court martial against Peppard, whose rash orders have resulted in the loss of three planes and their pilots. Vogler and Peppard are sent to Berlin to test a new plane. Peppard finds Andress, certain of Germany's doom, about to leave the country. He refuses to go with her although she threatens to expose him about Kemp's death. In testing the new plane, Vogler finds a flaw in it. He reports this to Mason just as the Air Ministry orders Peppard placed under arrest pending and inquiry into Kemp's death and his false "kill" claims. Mason decides he cannot allow his "people's hero" to be disgraced—that he must die a hero's death. He sends Peppard to his death in the faulty plane.

X-RAY: Dealing with World War I and that stiff breed known as the German Officer Corps, this entry in CinemaScope and color is interesting much of the time, especially when men

(Continued on next page)



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## The Blue Max

(Continued from page 5414)

and machines take to the air or explode in dramatic situations on the ground. The end result runs long despite the action, suspense, and conflict. Is the subject matter of sufficient import to draw heavily as regards the announced roadshow policy? Time will have to tell its effectiveness in this area. Performances are fine; the direction is of high quality; and production values are excellent. Peppard and Mason are deserving of special mention for their efforts, which come off very well. A special bow is due in the direction of the special effects men who performed nobly. The use of color is a definite asset. The screenplay is by Gerald Hanley, David Pursall, and Jack Seddon, based on a novel by Jack D. Hunter.

AD LINES: "The Evolution Of Air Power"; "He Combines The Best And Worst Of A New Breed Of Man—Seeking Glory Rather Than Love."

## UNITED ARTISTS

## Khartoum

ACTION DRAMA

134M. plus intermission

United Artists

(Technicolor)

(Ultra Panavision)

(Filmed abroad)

(Presented in Cinerama)

ESTIMATE: Interesting, well-made screen adventure on giant scale.

CAST: Charlton Heston, Laurence Olivier, Richard Johnson, Ralph Richardson, Alexander Knox, Johnny Sekka, Michael Hordern, Zia Mohyeddin, Marne Maitland, Nigel Green, Hugh Williams, Douglas Wilmer. Produced by Julian Blaustein; directed by Basil Bearden.

STORY: When a British General and his 10,000 untrained Egyptian troops go after religious fanatic Laurence Olivier in the Sudan, they are led into a trap and massacred. Olivier plans an expansion of his religious war now that he has all the arms, cannons, and ammunition. Prime Minister Ralph Richardson (Gladstone) seeks a face-saving solution without sending troops, and he finally asks General Charlton Heston, who has had experience in the Sudan and is admired, to seek a solution. Assigned as his second in command is Richard Johnson, who is also a watchdog. Heston is given the unofficial task of evacuating thousands of Egyptians from Khartoum. Heston goes to see Olivier, who shows him that he is well informed about his movements. Olivier promises that all in Khartoum will die when he and his forces take it so that other cities on his schedule will surrender more easily. Heston sets about preparing for a long siege while trying to get help, but Richardson refuses to bow to pressure of press and public. Heston finally sends Johnson, who convinces Richardson to send a force commanded by Nigel Green. Green has secret orders to stall until every effort is made to persuade Heston to leave on his own. Failing that, he is to rescue Heston and not the populace of Khartoum. Olivier tries to show Heston that he is free to go and that the two are not enemies, but Heston refuses to leave. Green, finally

realizing the truth, dispatches his forces with orders to hurry to the rescue. They arrive too late, Olivier's forces already having over-run the starving and sick city. Heston is killed.

X-RAY: Magnificent photography and extraordinary production values are backed by fine performances by the cast as a whole, Charles Heston in particular, and by quality direction. The result is a good Cinerama entry that should please most audiences it attracts to the wide screen places of presentation. The historically-oriented subject matter makes for fascinating drama and intriguing melodrama. The thousands used in the film make the giant screen a must. The settings are spectacular and will create valuable word of mouth. Mayhaps, the release is going to need a bit of extra attention in the selling department as this era in history is relatively little known. There is action, drama, suspense, spectacle, thrills, etc., and this can be stressed in the selling. The screenplay is by Robert Ardey.

AD LINES: "Historical Spectacle Filled With Action And Adventure"; "Thousands Upon Thousands Are Banded Together To Provide An Outstanding Screen Experience And A Thrilling Adventure."

## UNIVERSAL

## Munster, Go Home

COMEDY

96M.

Universal  
 (Technicolor)

ESTIMATE: Television-based subject should find family and juvenile welcome in theatres.

CAST: Fred Gwynne, Yvonne De Carlo, Al Lewis, Butch Patrick, Debbie Watson, Terry-Thomas, Hermione Gingold, Jeanne Arnold, Robert Pine, Maria Lennard, Arthur Malet, Richard Dawson. Produced by Joe Connelly; directed by Earl Bellamy.

STORY: Fred Gwynne inherits a title, a manor, and some unfriendly relatives in England so he takes wife Yvonne De Carlo, her father Al Lewis, their son Butch Patrick, and their normal-looking niece, Debbie Watson, there. Their relatives consist of Hermione Gingold and her two children, Terry-Thomas, who wanted the title, and Jeanne Arnold. On board the boat, British racing driver Robert Pine and Watson fall in love, but a tiff separates them. The relatives try to scare them by ghostly appearances and chains clanking, but the Munsters think it's a show put on in their honor and are grateful. They resist any attempts to do away with them and eventually discover that Terry-Thomas and others are involved in a counterfeiting ring under the castle. Gwynne winds up in a race with a vehicle made out of a coffin against Pine, but it's not really Pine. He has been knocked unconscious, and the leader of the ring is out to get Gwynne. Gwynne wins and unmasks the gang leader, who turns out to be the local barmaid in the tavern. The Munsters decide that it's time for them to go home, and they donate their property to the town as a park. Pine promises Watson that he will come to the U.S. to see her again.

X-RAY: Television properties that have caught the public's fancy can be expanded and shown to viewers with good results, as has been

proven in the past. Since this series has pleased many a juvenile and many a household, it stands to reason that they would be willing to spend good money to see a longer entry in color, just as in the case of a similar item known as "McHale's Navy." The plot is moderately amusing and loaded with slapstick; the performances are fair; and the direction and production are average. Put this on your program, and it should balance a show for the unsophisticated nicely. The screenplay is by George Tibbles, Joe Connelly, and Bob Mosher.

AD LINES: "Their First Full Length Feature In Technicolor"; "America's Funniest, Spookiest Family In Their Big Screen Debut."

## FOREIGN

## A Young World

DRAMA

83M.

Lopert

(English titles)

(Filmed abroad)

ESTIMATE: Fair import focusses on the uncertainties of youth.

CAST: Christine Delaroche, Nino Castelnuovo, Tanya Lopert, Nadiege Ragoo, Madeleine Robinson, Pierre Brasseur, Jeanne Aubert, Jean-Pierre Darras, George Wilson. Presented by Harry Saltzman; directed by Vittorio De Sica; produced by Raymond Froment.

STORY: Christine Delaroche is a French first year medical student, and Nino Castelnuovo is a photographer from Italy with a bit of talent with a camera. They met briefly at the annual wild Medical Students Ball where he is on the lookout for unusual photos. He takes her picture, and they are swept into each other's arms. Passion takes over briefly, and they make love in a hidden alcove. Afterwards, they separate. Several days later, she suspects that she might be pregnant and also that she might be in love with him. She asks a fellow student to conduct a test which proves she is pregnant. Castelnuovo also cares for her, and he makes an effort to find her. They eventually meet, and love does blossom. She lets him know she is expecting his child after they spend some time together, and he is uncertain what to do. He tells her about his family and his early life. He stays away from her for a while but eventually returns and informs her that he wants to marry her. Their future seems uncertain, and she thinks about an abortion. She goes to have it done but backs out at the last minute. She tells him that she couldn't go through with it, and they take refuge in a movie theatre.

X-RAY: Following the pattern of today's youth, this import is filled with uncertainties of thought and intent and indecisiveness of action once passion exhausts itself. The end result is a shallow tale of a love affair between young adults with no satisfactory solution. Performances are adequate, and direction and production are efficient. It can serve as a passable interlude in the art spots. Screenplay is by Cesare Zavattini.

AD LINES: "Young Love With All Its Pent-up Passion"; "A Brief Moment of Passion Changes Two Lives."



## ALPHABETICAL GUIDE TO 285 FEATURE REVIEWS

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June 22, 1966

SECTION THREE  
Vol. 75, No. 20

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. —19107.

## 'Boat' Sails Along

"The Glass Bottom Boat" will have more than 300 key city engagements during June and July, it was announced yesterday by MGM General Sales Manager Morris E. Lefko.

The full release schedule in all parts of the United States and Canada will follow the initial more than 300 engagements, with the Los Angeles multiple engagement beginning August 17.

MGM is putting full scale advertising, promotion and publicity campaign on this Doris Day starring picture.

There will be full color ads in the June issues of Life and Look magazines, with a combined circulation of more than fifteen million.

This will be followed by full scale newspaper trade advertising in all situations near time of release.

In addition, national women's sportswear merchandising tie-up is one of the special highlights of the campaign.

Advance publicity tours have been set in 20 cities for co-stars Paul Lynde and Dom DeLuise. Radio greetings in five languages have been taped with Doris Day for overseas play. Dick Strout radio interviews with stars Doris Day, Rod Taylor, Arthur Godfrey and Dick Martin will be distributed in the United States and all English speaking countries.

Music promotion is focused on Columbia Records' single of the title song by Miss Day, and the Contempo Records' release of Arthur Godfrey's title version. Disc jockey screenings will be keyed to record releases.

A TV promo film, highlighting the Catalina location, is narrated by Arthur Godfrey. Also for television, MGM has prepared, in connection with "Maid of Cotton," National Cotton Council tour, a fashion news feature tied to Ray Aghayan's cotton costume designs for "The Glass Bottom Boat."

A glass bottom boat for home use in sheltered waters is being marketed by Dunbar-Stanley and will be used extensively as a theatre contest prize on the local level. Four series of color still postcards and souvenir mailings continue to attract the attention of editors and columnists. Added newspaper contacts will be made with personal interviews by telephone with Doris Day.

Billboard spectaculars, adorned with Doris Day in very abbreviated costume, will ask the question—"Is this the girl next door?" The "new Day" approach will key ad copy in all media.

## Coppertone "Birds" Tie-up

Ivan Tors' "Birds Do It," a Columbia Pictures release, will receive extensive local national publicity exposure throughout the summer via a major tie-in with Plough, Inc., makers of Coppertone products. The company will feature Beverly Adams, who stars in the film with Soupy Sales, in its full-page national advertising.

## Local Sky Divers Participate In Jump For "Lost Command"



A member of the Orange, Mass., Sky Divers Club is seen landing near target on downtown Boston Common in an exhibition marking the opening of Columbia's "Lost Command" at the Boston Savoy. The target was a 24-sheet on the film held by four men in camouflage jungle uniforms, wearing red berets.

## Signet Publishes "Khartoum"

Julian Blaustein's Cinerama Production of "Khartoum" is being backed with a paperback book edition, written by Alan Caillou, based on the original screenplay by Robert Ardrey.

The book, a Signet publication which will be sold at newsstands, bookstores and leading retail outlets, will be issued and timed to the first dates of the United Artists release.

The color cover is based on the film's advertising art, conveys the excitement and adventure of the story.

The back cover carries an action picture from the film.

## Dole For "Crusoe"

Dole Pineapple Corporation has set plans for a nationwide promotion linking their new Pineapple Pink Grapefruit Juice-Drink with the release of Walt Disney's feature-length comedy, "Lt. Robin Crusoe, U.S.N."

A "Lt. Robin Crusoe" Sweepstakes contest which will be offered to 37 million readers of 105 U.S. newspapers in a full-page color ad will run in late June and early July. Prizes include 10-day trips to Hawaii, color television sets, and one thousand "Mary Poppins" albums.

BOSTON—How to stage a promotion for a motion picture, and when it's a film like "Lost Command," with parachute jumps and all that, what's better than staging a parachute jump? Nothing, of course, but it's not that easy to stage parachute jumps.

That's what John Markle, Columbia field exploitation chief, found out when he got the idea. First of all there was a thing about getting permission from the city, and then, if you want the parachute jumpers to land on Boston Common in front of the state house, there's the necessity of permission from the state officials also. But, the most important thing—you have to have parachute jumpers. And where do you get them?

Fortunately, Orange, Mass. a few miles out from Boston, is the headquarters of the Sky Divers Club, and do those boys like to jump. You bet they do. So, with all the components working, permission obtained, the great parachute jump on sacrosanct Boston Common got underway.

That it was a success is evident by the photographic evidence herewith displayed. Parachute jumpers jumped on target. The target: a "Lost Command" 24 sheet held by four men in camouflage jungle uniforms, wearing red berets. The parachute jumping attracted huge crowds to the common, got television, radio and newspaper coverage and swelled the boxoffice at the Savoy Theatre where "Lost Command" opened.

Three television stations, WHDH-TV, WNAC-TV, WBZ-TV, five radio stations, all of whom did interviews with the parachutists on their landings, gave the showmanship stunt plenty of exposure.

The jump was also covered by the national wire services, while stories and photographs appeared in each of the city's major newspapers, including The Boston Herald, The Record American, and The Boston Globe.

The "Lost Command" activities and subsequent radio, TV and press publicity was the culmination of a week of advance promotion for the opening of the film which included various advance items carried by all Boston newspapers, and announcements over all local radio news programs for two days preceding the jumping exhibition.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts — is published every other week as a section of Motion Picture Exhibitor



# Newspapers Plug Free Movies And Fla. Summertime Fun Shows

Wholesome entertainment guidelines for the coming summer months were provided for large crowds of Jacksonville children a recent Saturday morning at the suburban Capitol and Edgewood theatres one week before the children were to be released for summer vacations from kindergartens and schools.

Presented under the format of the Summer-time Fun Shows—which are uniformly offered by Florida State Theatres houses in 26 of Florida's leading communities—the two Jacksonville pre-summertime "dry runs" were generously sponsored by the city's leading daily newspapers, the morning Florida Times-Union and the afternoon Jacksonville Journal.

Children and their parents were alerted to the coming shows by a large ad in the Sunday Times-Union which proclaimed "Oh Boy! FREE MOVIES" above 22 inches of copy for "Clarence, the Cross-Eyed Lion" and "Tarzan's Three Challenges," plus a large cutout coupon proving free admittance to either the Capitol or Edgewood for one child as the guest of the Times-Union and the theatres.

A day before the Saturday show, both the Times-Union and the Journal repeated the "FREE MOVIES" offer and also included a large cut of Mickey Mouse saying "HEY KIDS" to provide eye-catching appeal for all youngsters. These ads also contained free coupons for any boy or girl of school age or under.

Capacity crowds of 912 at the Edgewood and 576 at the Capitol were in evidence before the shows began at 10 A. M. and still the children kept streaming into lobbies and stampeding their irresistible way to concessions stands for snow cones, candy, popcorn, drinks—and to the ushers, candy girls, theatre assistants and theatre managers who were all hawking the 1966 Florida State Theatres' prize boxes. The prize boxes sell for 10¢ and each box contains adequate amounts of standard-brand candies and 40 to 60 per cent of the boxes are stuffed with coupons which can be redeemed for drinks, popcorn, hot dogs, candies and a scattering of special prizes such as six-pack soft drinks, toys, giant suckers, transistor radios and wrist watches. Most of these special prizes are promoted by FST theatre managers from their neighborhood merchants.

In addition to delightful prizes and surprises in the 10¢ boxes, as each child entered the Capitol and Edgewood theatres he or she received numbered tickets good for chances at free prize drawings scheduled for intermissions and each child also received a free coupon good for a roto-broiled burger at any one of seven Biff-Burger Drive-In Restaurants in Jacksonville suburban areas.

Robert Heekin, north Florida supervisor for Florida State Theatres, and French Harvey, circuit concessions executive, attended the "dry run" matinees at both theatres and set the festivities in motion.

Joe Charles, manager of the Capitol, was ably assisted in the conducting of his pre-summertime show by Alvin Hodge, manager of the Howell Theatre, Palatka, and by H. A. "Red" Tedder, manager of the Matanzas Theatre, St. Augustine. Assisting Art Castner, manager of the larger Edgewood, and his assistant, Richard Millington, Jr., was this



Guy Stockwell, who plays the title role in Universal's "Beau Geste," and four French Foreign Legionnaires who have roles in the film are seen at an interview in New York prior to their key city promotional tours.

## 'Adam' Paperback

A national promotional campaign has been set by the New American Library, which will publish and distribute the paperback novelization of Joseph E. Levine's "A Man Called Adam."

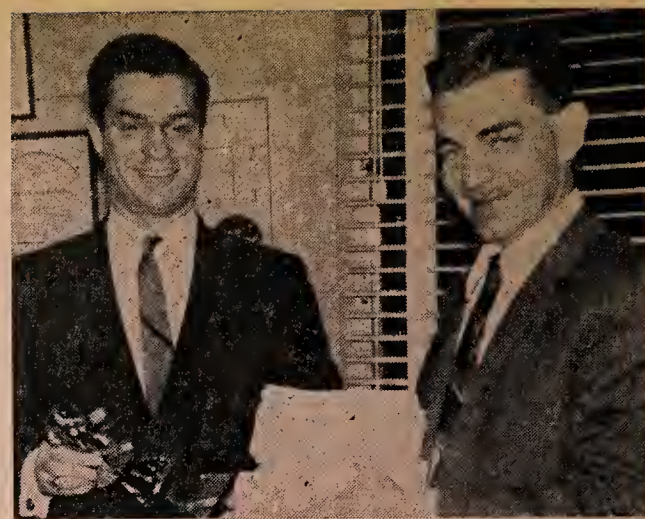
The book will be merchandised to more than 90,000 outlets by NAL via the utilization of its large sales force. The campaign will encompass bookstores, newsstands, department stores, and other retail book outlets around the country.

managerial team from downtown Jacksonville: Bob Jones, assistant at the Center; Walt Meier, manager of the Florida; Al Hildreth, Empress manager; and Robert Cornwall, Imperial manager.

Similar "dry run" performances were staged by the FST Plantation Theatre on Plantation Key in south Florida and by the Tampa Theatre in Tampa of central Florida.



Bill Williams, manager, Century 21, San Francisco, recently joined the nation-wide search for a new name for Susan Denberg, who makes her film debut in Warners' "An American Dream."



Harry Schneider, right, Redstone's Pontiac, Mich., division manager, and John North, manager, Fred Astaire Studios, Detroit, cooperated in a \$100,000 dance certificate give-away recently.

## Dance School Tie-Up

Redstone Pontiac, Mich., district manager Harry Schneider is one who not only believes in but practices promoting. Among his souvenirs is a 1965 campaign in conjunction with the Detroit Fred Astaire Dance Studios.

On that occasion there was given away dancing lessons which normally would have cost \$49,000.

With this success in mind, Schneider has put his head together with that of John North, the studio's manager.

This one began when Schneider caught 'Batman' doing a dance on the t.v. serial. Although not much of a dancer himself, he did help devise a routine for a Bat Dance.

Vital statistics: Fridays, Saturdays and Sundays through June 6,300 certificates will be handed out at the Miracle Mile, Bluesky and Waterford d.i.'s. These represent 8,600 private lessons, 2,857 group lessons, and, 2,857 party lessons. Were they paid for, this adds up to \$100,000!

Those using the dance certificates will be given passes to the outdoor theatres.

Other trimmings were thousands of heralds distributed by the drive-ins and studio, radio tie-in with station W.P.O.N., and bronze trophies to best dancers.

Schneider is pleased because all of this hoopla costs nothing. The Astaire people like it so much they plan to repeat country-wide in all their studios.

## The Red Berets

Every major men's clothing retailer, haberdashery and department store across the nation is being invited to join in the promotion of local engagements of Mark Robson's "Lost Command" through displays of a red beret similar to those worn in the film by Anthony Quinn, Alain Delon and George Segal.

Cooperating with Columbia Pictures in the special men's headwear tie-in is E. Stern and Co., which is supplying the stores with attractive reproductions of the beret, together with special window display materials tying-in with the film.

Currently one of the hottest men's items, the beret is enjoying more publicity exposure today than any other headwear. In a letter being sent to the stores by the importer, it is pointed out that the distinctive style provides "that-man-of-action-look."

The letter also gives specific local playdate information and advises store owners to contact the theatre managers for assistance in setting up the promotion.





Indian actor Sajjid Kahn arrived in New York recently on his national publicity tour for MGM's "Maya." He is seen being greeted at the airport by Air India hostess Palladi Intel, who is serving as his guide, and baby elephant "Champagne."

## "Flintstone" On Radio

One of the farthest-reaching radio promotions ever developed by Columbia Pictures will go into operation this summer when Fred Flintstone, the Hanna-Barbera stone age character who stars in a full-length feature entitled "The Man Called Flintstone," will make his radio debut over more than one-hundred top-rated stations across the country.

The popular TV character will be featured in a program of spot announcements, individually recorded for each of the key stations and aimed at attracting wide notice to the title of the film. Each announcement will lead off with "This is 'The Man Called Flintstone'" and finish with a line custom-tailored to the stations and the station personalities.

## "Arabesque" Recordings

Universal's comprehensive promotional campaign on its Stanley Donen production, "Arabesque," is being greatly enhanced by two Henry Mancini RCA-Victor recordings, both based on his original musical score for the picture.

Mancini and his orchestra have recorded an album and a single, both carrying the "Arabesque" title. In addition the single has a sub-title of "We've Loved Before" (Yasmin's Theme), with a chorus singing lyrics written by former Oscar winners Jay Livingston and Ray Evans.

Cover of the album features a still of Gregory Peck and Sophia Loren in a scene from the picture.

# British Showmanship

By Jock MacGregor

Playing "Thunderball" at the Lewisham Odeon, South London, J. R. Thompson got full police support in mounting a "beat the criminal" display in the foyer and promoted a full page composite advertisement in the Borough News on this angle. A competition was incorporated for which the prize was a visit to Scotland Yard police headquarters. The police also cooperated with stunts in various parts of the district when a glamor girl rode the 65cc BSA Lightning rocket firing motorcycle used in the film. He also persuaded the local paper to run a serialization over five weeks. 1,000 leaflets offering a set of 007 cufflinks for placing the six most dramatic scenes in the correct order and for explaining in 20 lines why this is the best Bond were distributed to plug the special Saturday Midnight matinee. 130 entries were received. The same layout but printed on different colored paper was used for an 007 music LP contest. 30 shops displayed special advertising cards, and guests tickets were offered to the first six patrons to submit cards listing them correctly. Frog men and frog girl were used for foyer and street stunts and two further composite pages rounded off a comprehensive campaign.

Harlow is a new satellite town to ease the London population problem and "Thunderball" reflects the newest in films and ideas, but this did not stop H. P. Knight, of the Odeon, calling in a Town Crier complete with tricorne hat and bell to announce the booking in the market and elsewhere on the Saturday prior to playdate. Oyez. Oyez. Oyez.

Alloa, in Scotland, is reported as being "not an easy town for stunting," but B. Lee, of the Odeon, with the aid of a beauty in a two piece swim suit selling programs for "Thunderball" and a leather outfitted girl complete with crash helmet complete with highpower motorcycle in the foyer made for a treble column photo in the local paper.

Merseyside having already given the world The Beatles and leaders in other spheres is not short of top showmen. George Cranfield, of the Gaumont, Liverpool, mounted a cracking campaign for "Thunderball." A highlight was a search in connection with the Liverpool Echo for "Merseyside's James Bond Girl"—"the girl who could make James Bond not only look a second time but stand and stare"—with a trip to London, two days at the London Hilton and a visit to Pinewood Studios as the top prize. The contest was plugged over 12 consecutive editions and the cartoonist incorporated the contest in his weekly strip. By chance he learned of a beachwear fashion show at the Continental Evening being organized by the International Travel Club at the Philharmonic Hall and "muscle in" to use his expression. A few quick phone calls and the models were also wearing 007 bikinis. Big press and tv breaks resulted. He also saw that the "Merseyside Pan Book Week" at Lewis' Store was dominated by "Thunderball" paperbacks, girls, water scooters, rocket fired motorcycle and a two man submarine (mainly borrowed from the producers). It was held for two weeks and seen by 200,000 people. The press also gave it a liberal coverage. Additionally he placed two other newspaper contests, one for theatre tickets and another for an Igersoll watch and followed all the more standard showmanship approaches. Cranfield claims the press coverage at advertising rates would have cost \$8131.62.

Ron Cook, Odeon Theatre, Guernsey, in the Channel Islands, playing the first out of town booking of "Life at the Top" promoted such an impressive two whole page composite spread in the Evening Press that Columbia sent copies with covering letter to every key theatre manager in the country to inspire them to emulate the achievement, and to show to their own newspaper advertising manager.

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# Heart Appeal Played Up To Sell War Film In Cal. Art House

E. D. Harris, publicity and promotion manager, Herbert Rosener's Beverly Canon Theatre, Beverly Hills, Cal., just concluded a successful campaign on an engagement of Harold Cornsweet's Israeli production, "Clouds Over Israel." In his activity he was assisted by the producer, and general manager Sydney Linden.

Since the story is based on a true incident that happened during the Egyptian-Israeli conflict in 1956, there was an extensive mailing to religious groups, organizations, clubs and women groups. This mailing was followed up with telephone sellings campaigns soliciting theatre parties and benefit performances.

Harris says:

"Most women and many men don't like war films. In order to remove that impression of this film being a 100% war film, and conveying the thought that the film was based on a human interest happening we added a little heart appeal to bring this important fact to the movie-goers.

The original incident is about a wounded baby found in her dead Arab mother's arms, by an Israeli soldier, who brought her safely to an Israeli field doctor, who in turn healed her wounds and took her to his home after the war. We found out that this baby is much alive today in Israel. So sent for her photograph, and used it in our key publicity campaign, in all daily and weekly newspapers. We also made up a special herald with her authentic rescue story for mailing to all organizations and religious groups.

Although this act of mercy was performed by an Israeli soldier, we got a lot of support from all Christian churches and organizations as well. Because kindness and sacrifice for our fellow men is one of the features of Christianity, as well as other faiths.

Israel's Independence Day on April 25th, was the cause of a lot of city-wide promotional and civic activities starting two weeks previous. We opened the film on April 15th, "To Honor Israel's Independence" tie-in with all the activities during the two week celebrations, by organizations, and civic leaders. The film became known quickly through this "instant publicity."

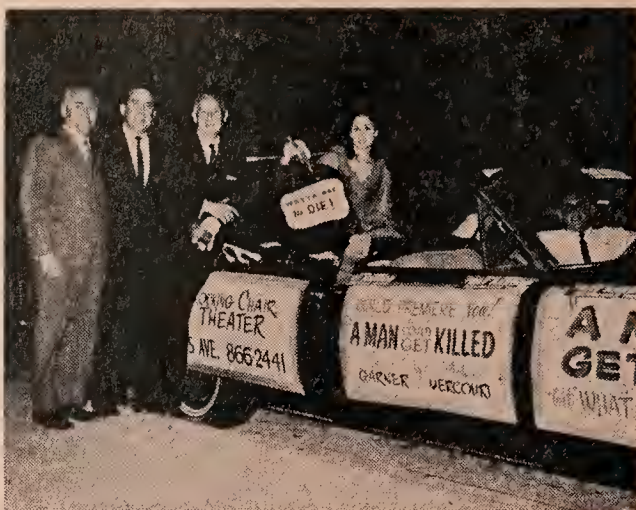
The city-wide celebrations concluded with a dinner reception for government, city, state and organization leaders, and movie and stage personalities, at the Palladium Ballroom. We arranged to have literature on the film placed at each table. Over 5,000 attended the affair.

On the tail end of the run, we stimulated business by circulating a two-for-one guest coupon."

## "Condemned" Previews

In the belief that it has an exceptionally strong word-of-mouth attraction in "This Property Is Condemned," Paramount Pictures is scheduling advance opinion-making previews of the Natalie Wood-starrer throughout the country, starting with Washington, Los Angeles and Houston.

In each city, a leading radio or TV station will sponsor the "This Property Is Condemned" preview, offering tickets as a bonus to listeners. The preview will be widely heralded in advance over the air and in newspapers, with full credits to the local playdate of the Paramount-Seven Arts-Ray Stark presentation.



From left to right are Sol Frankel, executive vice-president, Bay Harbor Theatre, Bay Harbor Islands, Fla.; Herb Kaplan, managing director and vice-president; and Robert Arthur, producer of Universal's "A Man Could Get Killed," seen beside the street bally used to exploit the film all over town. The live model and the male dummy getting killed in many ways attracted the desired attention.

## Go Goes For Presley

A major promotional tie-in for Hal Wallis' "Paradise, Hawaiian Style" has been set by Paramount Pictures with *Go* Magazine, which has a circulation of more than 50,000 copies among teen-agers and young people in the greater New York area.

*Go* is devoting several pages of editorial coverage to the promotion, which involves a contest to determine how many times the title "Paradise, Hawaiian Style" can be written on a postcard. The five top winners will attend a special luau dinner at the Hawaii Kai Restaurant, which will be hosted by one of WMCA-Radio's "Good Guys."

Runners-up in the contest will win free guest tickets to the Elvis Presley musical, which opened at RKO and other neighborhood theatres in the New York area.

## 'Condemned' Recordings

In another major music promotion for Paramount's "This Property Is Condemned," Verve Records will release the original soundtrack album of Kenyon Hopkin's score for the Natalie Wood-Robert Redford starrer.



In Philadelphia, nearly everybody reads the SW Stanton's handout on Warners' "A Big Hand For The Little Lady" when distributed recently by a shapely model.

## "Modesty Blaise" Teasers

"Modesty Blaise," 20th Century-Fox's "op-pop-bop" thriller, will be promoted throughout the country with a unique package of three teaser trailers, to be available through National Screen Service.

Designed to be interspersed throughout each theatre's program, the trailers are intended to provoke curiosity and help establish the name, image and style of "Modesty Blaise" in the minds of theatre patrons far in advance of playdates. The three trailers ask the questions: "Who in the blazes is Modesty Blaise?", "What in the blazes is Modesty Blaise?" and "Where in the blazes is Modesty Blaise?"

The teaser trailers are also tailored to tie-in, in style and content, with the regular theatre trailer, thus making available to theatres a strong program of trailer material that will sell "Modesty Blaise" weeks and even months in advance of playdates.

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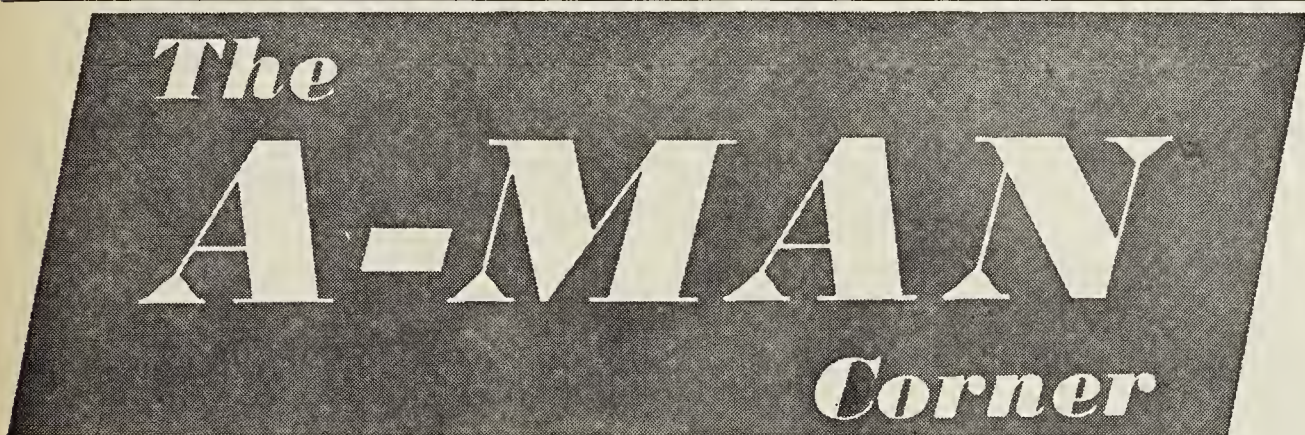
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BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York N. Y. 10036.

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DISTRICT MANAGER AVAILABLE, experienced in indoor and drive-in theatres, prefer Eastern or Mideast area. Young, experienced, not ofroid to work. Good references. BOX D615, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

JOB WANTED as monager-troinee with good, up and coming circuit. Family or ort type theatre. Willing to relocote anywhere. BOX A68, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 40 years old, with fifteen years of experience. High promotional and exploitation background. Seeking position with opportunity to advance in solory and supervision. BOX B68, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

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WANTED: MANAGER for deluxe first run Dutchess County theatre. Applications ossured confidential treatment. State experience and qualifications. Excellent opportunity for right mon. Write to POZIN & LIGHTSTONE THEATRE ENTERPRISES, Inc., 1619 Broadway, New York City. (615)

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**MOTION PICTURE**

# **EXHIBITOR**

**JUNE 29, 1966**

Volume 75

Number 27

IN TWO SECTIONS

THIS IS SECTION ONE



## **UA Renews Ban On Blind Bids**

(See Page 5)

## **Valenti, Nizer Revising Code**

(See Page 6)

George F. Dembow, veteran industry executive who made his debut as a branch manager with Boxoffice Attractions (later Fox Films) more than 50 years ago, was elected recently as president of the Motion Picture Pioneers for a two year term.

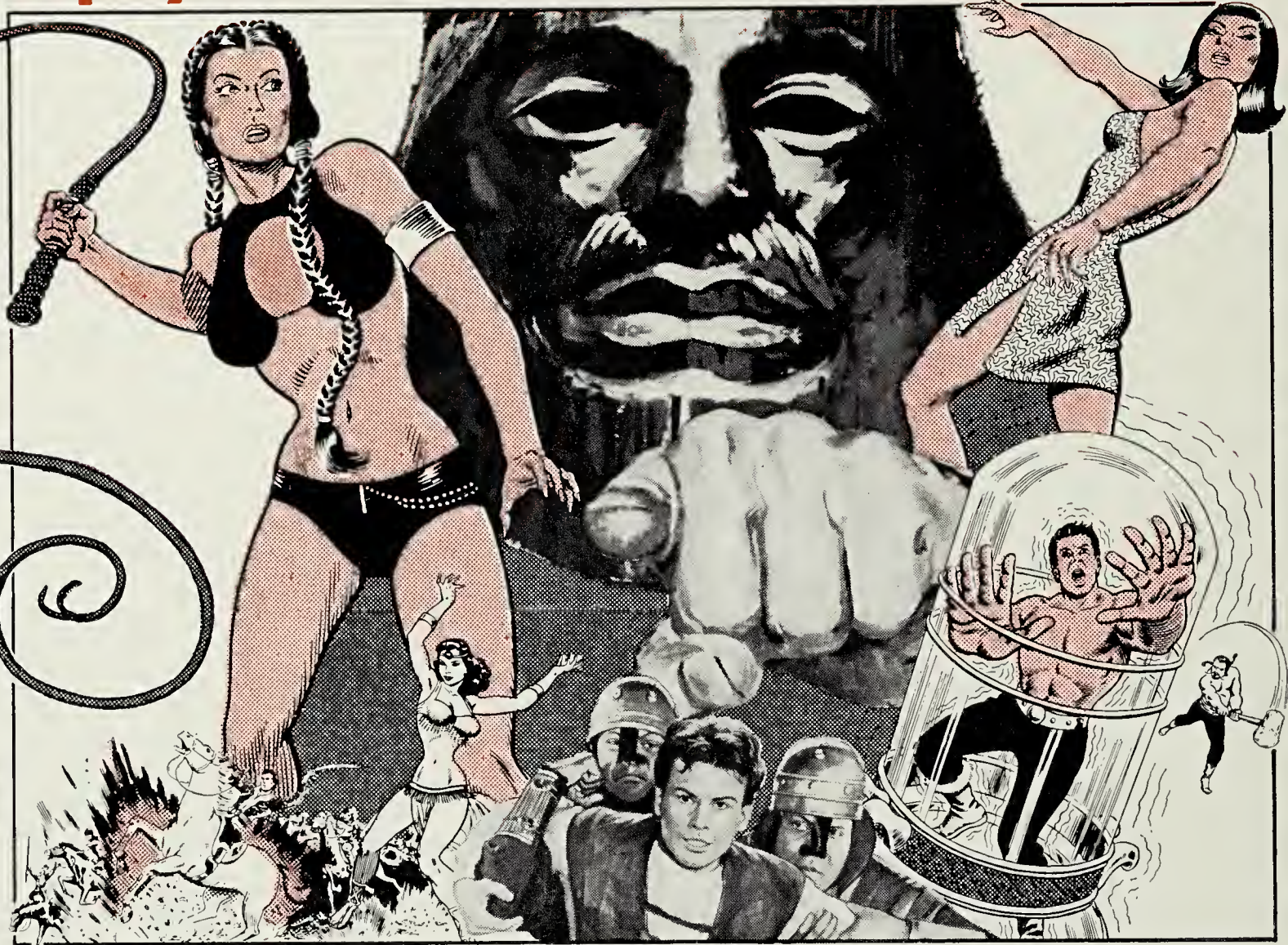
**STANDING ON THE CORNER . . .** see editorial—page 3



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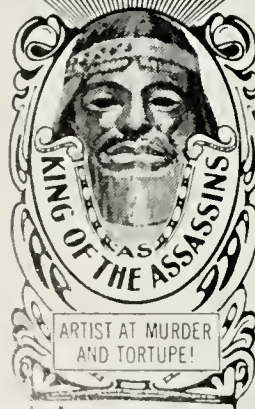
**ANTHONY  
QUINN**



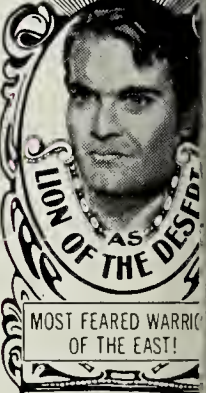
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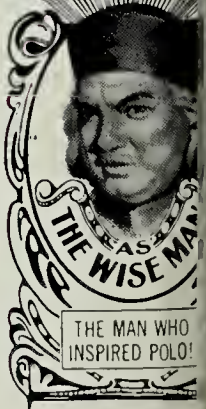
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# The Trade Paper Read by Choice—Not by Chance

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Our 48th Year

## STANDING ON THE CORNER

SUPPOSE YOU SAW a man standing on a corner hitting himself over the head with a club and crying at the top of his voice for a policeman to save him from himself. You would probably assume he was some kind of nut.

There are elements in the current bitter controversy over blind bidding that make more than a few industryites look a lot like that nut on the corner. The evils of blind bidding have been properly laid at the doorstep of distribution, but it takes *two* to sign a contract. The real villains are greed and a desire to get the jump on the other fellow. These all too human failings are keeping blind bidding alive long after all industry factions have come out publicly against the practice.

James R. Velde, vice-president and general sales manager for United Artists, recently made the following announcement, "*United Artists Corporation will not blind bid the pictures it will release during the remainder of 1966.*" This welcome declaration comes at a time when others in the industry are saying to the government, "*Please save us from blind bidding because we can't save ourselves.*"

Velde has promised that UA's "THE FORTUNE COOKIE," to be released in late October, and "AFTER THE

FOX," for Christmas release, will be available for screening by exhibitors months in advance of their release dates. He asks exhibitors engaged in competitive bidding to keep their theatres available until UA has had the opportunity to screen and request bids for these films. No self-respecting exhibitor can do less.

Marshall Fine, NATO president, has hailed the UA statement and urged exhibitors to cooperate. He points out rightly that exhibition seldom has such a clear opportunity to take direct action on a matter so vital to its interests. It will be interesting to see how widespread exhibitor support will be.

Velde says his company does not believe that the blind bidding controversy should be solved by an edict from the courts or the Justice Department. He, and everyone else who has a sincere desire to see the motion picture industry grow and prosper, would much prefer remedial action to come from the cooperative efforts of distributors, producers, and exhibitors.

Either the industry will learn how to cooperate or it will continue to stand on that corner beating itself with that club and waiting to be saved by that policeman. Masochists of the world, unite! You have nothing to lose but your pains.

## A TALE FOR WEeping

MANY FILM COMPANY EXECUTIVES, we are told, occasionally (get that?) forget to answer their mail, but we recently received a copy of a letter to such a company guaranteed to bring a tear to the eye of the most ruthless businessman. We will reprint it in its entirety, but if it makes you cry, don't say we didn't warn you:

*Dear Company—You have asked why I have not sent a check in payment of the bill I owe and are threatening to turn off my credit. Let me explain.*

*The present condition of my bank account is due to laws—federal laws, state laws, county laws, city laws, and trade association laws. The only laws that do not affect my small business are outlaws. We have never been robbed illegally—only by elected officials.*

*Because of these laws of many kinds, I am compelled to pay taxes—a business tax, amusement tax, head tax, bank tax, school tax, gas tax, light tax, water tax, sales tax, excise tax, auto tax, phone tax, sewer tax, garbage tax, fire tax, highway tax, and three kinds of income tax—federal, state, and city.*

*These laws also require me to get licenses at varying fees for my theatre—a business license, retailer's license, sanitation license, inspection license, weigher's license, dairy license, carter's license, delivery truck license, and interstate delivery license. In all my life, I have bought two licenses voluntarily, a marriage license and a dog license—and I've had a few doubts about one of them.*

*My trade associations—National Association of Theatre Owners, Motion Picture Pioneers, etc.—demand and deserve my support. I also am asked to contribute to causes. I have given to Red Cross, Community Chest, United Fund, Girls Scouts, Cub Scouts, Brownies, Salvation Army, Heart Fund, Cerebral Palsy Fund, Muscular Dystrophy Fund, Child Care Center, Old Folks Center, Fund For The Blind, Fund For The Deaf, Fund For The Indigent, four hospitals, four churches, one synagogue, two volunteer fire companies, Variety Club, and the Will Rogers Hospital.*

*I have employees. I must pay their Blue Cross, Blue Shield, unemployment compensation, workmen's compensation, Social Security, Retirement Pension Fund, and company life insurance premiums.*

*For the sake of my bank, my creditors, and my business, I am required by law to carry life insurance, property insurance, liability insurance, automobile insurance, burglary insurance, fire insurance, accident insurance, and windstorm, flood, and earthquake insurance. I must pay the bills promptly or my insurance coverage, like my film deliveries, will go up in smoke.*

*I am inspected, suspected, and disrespected, and though I am bled white trying to stay in business . . . can you give me a little break? Thanks.*

And now, while you wipe away your tears, we leave you with the thought that it could always be worse—although we don't know how.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Philip Rapp, Fabian Theatres' city manager in Schenectady, N.Y., and Mrs. Rapp announced the engagement of their daughter, Arlene Sandra, to Wayne Darryl Shapiro, Albany.

### Gold Bands

Richard Desatnick, assistant advertising manager, Paramount Pictures Corporation, in New York, and Elaine Stein were married at the Park Avenue Synagogue.

Denise Benoit Fortier was married to George Eby, Encino, Cal. The bride is on the advance publicity staff of "Ice Capades," and he is the show's president and past international chief barker, Variety Clubs.

New York WOMPI charter member Fay Reiss, MGM TV, will be married on July 3 to Al Levine, New Haven, Conn.

### Obituaries

James A. Conn, 69, sales engineer technical advisor for Theatre Equipment Company, and in the motion picture business for over 50 years, died at Jewish Hospital, Cincinnati, Ohio. At one time owner of a chain of theatres in Ohio and Kentucky, he was a member of Variety Club Tent Three, and was associated with National Theatre Supply Company for 30 years, being Cincinnati branch manager for 11 years prior to his retirement in 1963. He is survived by his widow and a son.

### "YEARS OF LIGHTNING"

We saw "JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS" recently with an audience representing many diverse interests and different political philosophies. At its conclusion, there was not a dry eye in the house. A great majority of the viewers announced their intention to see it again when it opened officially.

Much has been written about this magnificent, moving documentary film, but its impact and power can only be appreciated after you have seen it. Don't miss it. It deserves top playing time and the widest possible playoff. Every American should see it and experience a new pride in his heritage as well as a poignant, bittersweet reminder of a great man who gave his life to his country.

Joseph E. Levine, who never hesitates to support a worthwhile endeavor, is distributing the film through his Embassy Pictures, and all profits are earmarked for the Kennedy Library. We believe exhibitors as well should contribute a portion of theatre receipts to this worthwhile cause as a tribute to a great president and wonderful human being.

This is a film made with love and immense care. It should be exhibited the same way. It deserves the best efforts of the entire motion picture industry.

JAY EMANUEL

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JUNE 27

## Albee, Providence, Back In First-Run Picture

PROVIDENCE, R. I.—The Albee Theatre, downtown Providence, will reopen as a motion picture house, operated on a full-time basis, within the next few days, according to Lewis G. Rinebolt, acting manager.

Closed for the past 10 months insofar as regular movie exhibitions were concerned, the Albee, dropped by the RKO chain, has seen a Holiday Festival held during the past Christmas season; "Batman" movies on an irregular basis, but only at week-end matinees; fashion shows; beauty pageants; and performances by a local Shakespearian group for the edification of high school students.

It has seen squabbles about its suitability as a legitimate theatre, size, condition, and location. It has seen personnel locked out on occasion and in violent disagreement more often than not.

B. A. Dario, local automobile dealer and head of Lincoln Downs Race Track, bought it when RKO decided to shutter the once-famous local house, and planned to make it a "performing arts" center for the community in cooperation with the downtown Providence revitalization committee. It is reported that Dario has already lost over \$40,000 in his valiant attempts to become a civic-minded citizen.

In an attempt to defray mortgage payments, overhead, and continuing maintenance costs, Rinebolt, who has been acting as manager for Dario, said, "When the Albee reopens, I do not expect to spend all my time at the Albee; others will act as manager during my absence."

Rinebolt, who also is assistant auditor at Dario's racing establishment, has also been acting as manager of the Leroy, in adjoining Pawtucket. He pointed out that his system of rotating managership has worked out quite well at the Leroy, which has a seating capacity of 2,340 as compared to the Albee's 2,100 seats.

Rinebolt said, "We started bidding on movies for the Albee about three months ago, and we think we can do as well at the Albee as any other downtown house insofar as securing high quality films worthy of a first-run theatre."

Rinebolt further stated that no stage shows have been contracted for despite previous rumors that such was the case.

"To my knowledge," he said, "the Albee will run right through the winter as a motion picture house. We are already beginning to bid on a Christmas attraction."

He denied to state what his future connections would be with the Albee once it opened, but it is assumed that due to his close affiliations with Dario, he will have much to say when it comes to questions of policy.

Meanwhile, at the Albee, Renso Raiss, who has been acting as artistic director, has resigned. Raiss said his future plans included productions by his American Festival Ballet,



## BROADWAY GROSSES

### Wow "Woof" Opening

NEW YORK—Highlighted by the sensational opening of Warners' "Who's Afraid Of Virginia Woolf?," Criterion, and the strong bow of Columbia's "Born Free," Loew's State, the Broadway first runs more than held their own. The breakdown was as follows:

"THE GLASS BOTTOM BOAT" (MGM). Radio City Music Hall, with usual stage show, reported \$110,000 for Thursday through Sunday, with the third week heading toward \$168,000.

"CAST A GIANT SHADOW" (UA). DeMille stated that the 13th week was \$15,000.

"DR. ZHIVAGO" (MGM). Capitol garnered \$30,500 for the 27th week.

"BORN FREE" (Columbia). Loew's State reported a fine \$39,000 for the opening week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced \$51,000 for the 69th week.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$29,000 for the fifth week.

"THE TEN COMMANDMENTS" (Paramount). Victoria did \$18,500 on the fifth and final week.

"WHO'S AFRAID OF VIRGINIA WOOLF?" (Warners). Criterion had a sensational \$85,000 opening week.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama took in \$14,000 for the 11th week.

### N. Y. Bow For Cannes Winner

NEW YORK—Claude A. Giroux, president of Allied Artists, announced that "A Man and A Woman" ("Un Homme et Une Femme") will be launched here with a special invitational premiere the night of July 12 at the Paris. The film, which won the grand prix at the 1966 Cannes Film Festival, will begin its regular showings at the Paris on July 13.

and work at his three dance studios in the state.

"I was actually 'locked out' of the Albee last week," he said, "And while I have not made one penny on the theatre, I have no bitterness."

Now, if and when the downtown Strand settles labor differences with the Operating Engineers Union and reopens, the reopening of the Albee will give the downtown shopping center four first-run theatres again. Two of these situations, the Albee and the Strand, are independently owned and operated. That will double the number of choices for local filmgoers in their search for "night life" in the city.



# UA Renews Ban On Blind Bidding

**Velde Says "Cookie," "Fox" Will Be Screened In July For Oct., Xmas Release; Exhib Cooperation Urged**

NEW YORK—"United Artists Corporation will not blind bid the pictures it will release during the remainder of 1966," it was announced by James R. Velde, vice-president and general sales manager of United Artists Corporation, "and, thus, will continue with its experimental ban on blind bidding originally announced in April, 1965."

Velde stated, "That in keeping with its policy, United Artists will not request exhibitors to bid prior to screening on Billy Wilder's next film, 'The Fortune Cookie,' starring Jack Lemmon and Walter Matthau, produced and directed by Billy Wilder for the Mirisch Corporation, which will be available at the end of October, and 'After The Fox,' starring Peter Sellers and Victor Mature, directed by Vittorio de Sica, which is scheduled for release at Christmas. The two blockbusters, 'The Fortune Cookie' and 'After The Fox,' will be available for screening at the end of July, months in advance of their release date.

"United Artists calls upon the National Association of Theatre Owners to pass a resolution urging that all exhibitors engaged in competitive bidding support United Artists' endeavor to refrain from blind bidding by keeping their theatres available until United Artists has had the opportunity to screen and request bids for 'The Fortune Cookie' and 'After The Fox.' Conforming to such a resolution will not be detrimental to an exhibitor since the screenings and requesting of bids for these pictures will be months in advance of their release dates.

"The company does not believe that the elimination of blind bidding should be accomplished through the activities of the Justice Department or by the Court, but rather its curtailment for the mutual benefit of all should be accomplished through the cooperation of producers, distributors and exhibitors. If exhibitors are sincere in their desire to have blind bidding curtailed they can help achieve this goal by actively supporting United Artists' policy."

Marshall H. Fine, president, National Association of Theatre Owners, said in answer to the UA move, "NATO will support the request of United Artists that exhibitors who bid for product keep their theatres available until UA has had the opportunity to screen 'The Fortune Cookie' and 'After The Fox' at the end of July.

"I am most happy with the announcement that UA will stand firm on its policy of screening all product before requesting bids, and I am completely in accord with the reasonable request that UA not be locked out of prime theatres or prime playing time as a result of this policy.

"Mr. Velde and the United Artists Corporation are certainly to be commended for maintaining this forthright position. I hope all exhibitors involved in competitive bidding will demonstrate their understanding of the importance of the situation and their appreciation of the United Artists announcement by keeping their late October and Christmas playing time open until they can see and evaluate 'The Fortune Cookie' and 'After The Fox' in late July.

## Goldwyn's 16-Year Suit Ends With Settlement

SAN FRANCISCO—Samuel B. Goldwyn's 16-year litigation against a group of theatrical companies ended with a \$1,252,500 out of court settlement.

Goldwyn had accused 20th Century-Fox, National Theatres Corporation, Fox West Coast Agency Corporation, and their affiliates of discriminating against his pictures in their theatres in 1937-50.

He was awarded \$500,000 in a three-year trial covering 1947-50, but a federal judge ruled that the court has no jurisdiction over 1937-47 because of the statute of limitations.

Goldwyn appealed the ruling and won. Last week's settlement covered the 1937-47 period and made another trial unnecessary.

## Myerson Heads NATO Academy Liaison Group

NEW YORK—Bernard Myerson, executive vice-president, Loew's Theatres, Inc., has accepted responsibility for effecting liaison and closer cooperation between the National Association of Theatre Owners and the Academy of Motion Picture Arts and Sciences, NATO president Marshall H. Fine announced.

"Mr. Myerson and I are most optimistic that increased communication will greatly benefit the Academy and the entire motion picture industry," Fine explained. "For example, we would like to assist the Academy in publicizing the annual Awards presentations and to assure maximum participation and cooperation by theatres in the Oscar telecast.

"Formation of an Academy liaison committee was unanimously recommended by the NATO directors at the recent board meeting in New Orleans at the suggestion of Oscar Brotman, who made an excellent presentation on the benefits to be derived from closer coordination with Academy activities.

"Mr. Myerson will be chairman of this committee. At his request, I have also appointed Sherrill C. Corwin and Oscar Brotman to serve with him. Additional appointments to this committee will be made soon. Mr. Myerson will contact the officers and governors of the Academy, and it is hoped that an initial meeting can be arranged on the west coast within the next few months."

By so doing, they may help convince other distributors to also refrain from blind bidding. Exhibitors rarely have an opportunity such as this to act in their own best interests to influence decisions which will vitally affect their own future.

"I urge every exhibitor involved to give this matter the most serious consideration and to lend every possible support to the United Artists' policy of not requesting competitive bids until after the picture has been screened.

"I agree with Mr. Velde that it would be a mutually beneficial and advantageous development if all distributors joined in declaring a permanent ban on blind bidding prior to the hearings on this issue scheduled by the Justice Department for late July."

## Eastern N.Y. Experiences Theatre Construction Boom

ALBANY—Signs mounted of an upbeat in drive-in construction and expansion throughout eastern New York. To those already announced, two were added. John W. Gardner, one-time Albany projectionist and builder of a half dozen ozoners in New York State, Vermont, and Florida, awaited word on a zoning change that would permit him to erect a modern automobiler 125 miles from here. He also was considering the creation of a second drive-in south of Miami, Fla.

He felt confident that if the legal green light for construction of the upstate N.Y. ozoner were flashed, "It will get into operation this year." Gardner added, "I built the Glens, Glens Falls, in about a month." Howard Goldstein currently operates it on lease from Samuel E. Rosenblatt, Albany.

Goldstein, who owns the Dix Drive-In, Glens Falls, leases the Ft. George, Lake George Village (also from Rosenblatt), and, with Alan V. Iselin, president of Iselin Drive-Ins, recently acquired the Plattsburgh Drive-In, Plattsburgh, said 100 speakers were being added and other improvements were being made there.

The 1,000-car "all weather" project of Goldstein and Iselin, disclosed last fall for Town of Marcy, near Utica, is also slated to be started as soon as Harold Mc Keon, Mc Keon Construction Co., completes the Twin-Cities under-sky, in Village of Menands, for Esquire Theatres of America.

Sidney Kallet, chief buyer for Kallet Theatres, Oneida, said the 900-seat hardtop the circuit is constructing adjacent to its New Hartford Drive-In, near Utica, will open "on or before July 20."

The first of its kind in the local exchange district, the conventional theatre experienced building delays but "will premiere by the date set," Kallet declared. Cost will be about \$500,000, he continued. Parking space for approximately 900 automobiles is available. Jimmy O'Brien, Utica city manager for Kallet, will direct the new beauty.

## New House For Kindair

MONTEREY, CALIF.—Bruce H. Matson, vice-president of Kindair Corporation, has announced the acquisition of the 460-seat Cinema, Soquel, Calif., which was formerly operated by John C. Bowles, San Francisco.

With the construction of the Carmel Valley Cinema well underway, the current acquisition brings two additional theatres to the Kindair circuit, operating throughout Monterey and Santa Cruz counties.

## Col. Promotes Lee

NEW YORK—John Lee has been promoted to the post of radio and television contact in the Columbia Pictures publicity department. Lee, who will report to Columbia's national publicity manager, Bud Rosenthal, assumes his new assignment after two years in the Columbia Pictures International publicity department. Previously, he had trained in all aspects of advertising and publicity for Columbia.



# Valenti Sees "Dawn Of Greatness"; Urges Industry To "Build, Create"

HOLLYWOOD—The new president of the Motion Picture Association of America, Inc., urged an all-industry audience to "build and create so that the people of our nation, and the world, will see in this industry a higher form of quality."

Addressing a star-studded luncheon of producers, directors, union officials, and others, Jack J. Valenti, former assistant to President Lyndon B. Johnson, predicted that "the greatness of the motion picture business is only now beginning to dawn," and described his convictions on how the industry should "seize the future."

First priority will be given to "refurbishing and illuminating the most precious commodity of this industry, its creative genius," Valenti said.

"Let us live and so create that people will view this business and all who labor in it as men and women of taste and skill, of imagination and maturity, daring and discretion," he continued.

"How can we nourish young creative artists so that authentic talent may be encouraged?" he asked. One of the answers he endorsed was cooperation with the new National Council on the Arts, which was proposed by President Johnson and passed by the Congress last year. The American Film Institute, to be established by the Council would "train, educate and inspire young actors, writers, directors, cinematographers and other creative skills; experiment and innovate in motion picture arts; use as a faculty and advisory apparatus the finest brains and skills in the motion picture industry; and construct a great film library and archives," the spokesman for film producers and distributors said.

"New approaches to broadening the inevitable partnership of motion pictures and education" were advocated by Valenti. He referred to specific projects being developed including "a partnership with cultural and educational institutions and student groups to encourage and showcase the work of young film-makers on the university campus."

He also proposed awards and recognition of young creative artists in U. S. universities. He further suggested that a team consisting of a director, a writer, and an actor might visit college campuses to hold discussions, critiques, and develop a better understanding of motion pictures.

Discussing the problem of "self discipline" by motion picture producers, and "the line at which discipline becomes undue restriction on artistic creativity," Valenti advocated "an honest effort at self restraint."

"Shortly, this Association will bring forth a new set of guides to direct our self discipline," he said, adding, "I do not expect everyone to agree, whether within the industry or without the industry. But apply these new standards we must, and we will."

"They will be workable standards which can be applied in the larger and best interests of the community in which we live and of the industry we serve," he stated.

He called for close collaboration of the producing and distributing companies with motion picture exhibitors, so that "common causes can be nourished."

Enlarging foreign markets for films distributed by the major American companies was another goal cited by Valenti, who pointed



Angela Lansbury, star, MGM's "Mister Buddwing," recently was guest of honor at a special screening of the film held in conjunction with the annual meeting of the Eugene O'Neill Playwrights Foundation at the Connecticut College Of Women campus. Seen with her at a reception in Groton are, left to right, producer Douglas Laurence; Foundation head George White; and director Delbert Mann.

## NATO Names RR Rep

NEW YORK—NATO president Marshall H. Fine has announced the appointment of Harry K. McWilliams as public relations consultant to the National Association of Theatre Owners.

"Mr. McWilliams will continue to produce the NATO Merchandiser and the NATO Theatre Management Digest as a monthly service to our members," Fine stated, "and in addition he has now agreed to make himself available for consultation and advice on special NATO projects."

McWilliams, a three-term past president of the Associated Motion Picture Advertisers, is a well-known advertising and public relations figure in the motion picture industry. His organization—Harry K. McWilliams Associates, Inc.—creates and produces advertising materials for many of the nation's leading producers and distributors.

## It's Professor Foch

LOS ANGELES—Miss Nina Foch, distinguished actress of the American stage, screen, and television, has accepted an appointment as a Visiting Professor of Drama in the University of Southern California's newly formed School of Performing Arts.

Beginning with the fall term, Miss Foch will teach USC's acting classes, Theatre I and II, according to Dr. James Butler, chairman of the drama department in the new school.

out that the industry "brings to this country several hundred millions of dollars in favorable balance of payments."

He called for broad continuing research of the motion picture audience, asking "who is it, what is it, why is it—what will it become, how shall it grow, and what ought we do to attract it?"

Pledging that he believed in deeds rather than words, he assured his audience he welcomed his broad authority and the heavy responsibilities for exerting leadership for the industry.

## Valenti, Nizer Working On New Production Code

By MARK GIBBONS

HOLLYWOOD—The entire motion picture industry eagerly awaits a new decency and morals code now being drafted by Jack Valenti, new president, Motion Picture Association of America, and MPAA attorney Louis Nizer. That the new code will be realistic from the point of view of exhibitor, distributor, and producer was evinced when Valenti flatly stated the new code under preparation will be "workable" from most aspects because he is "firmly convinced it is possible to make movies which deal with the world as it is—and at the same time remain within the rational measures of human conduct."

Valenti, President Johnson's personal assistant for two years and now the titular czar of movie making, made plain his aims and views before some 200 industry executives at the Beverly Hills Hotel in his first official appearance on the west coast since taking over the reins. He added he intends to involve himself in the creative side of movies far more than his predecessors. Airing his hopes of unifying the industry, developing and encouraging young creative artists, enlarging the foreign market, and perhaps doubling the domestic audience, Valenti told MOTION PICTURE EXHIBITOR:

"The motion picture habit has declined, yet the great unfilled potential remains."

Valenti's appointment to the top MPAA post was coincident with the controversy over the outspoken Warner Bros. picture, "Who's Afraid of Virginia Woolf?" which was at first refused the MPAA's production code seal. This decision was overruled by an appeal board of industry executives. Valenti and the MPAA's new counsel, Nizer, have been working out the new code in the light of "Virginia Woolf," thereby jettisoning a revised code which had been in the works for more than a year.

Nizer told MOTION PICTURE EXHIBITOR that he and Valenti had already prepared several drafts of the new code and that "it could be ready within a month and most probably will be set within three months." One of the nation's most noted trial lawyers and a best-selling author, Nizer added:

"One of the basic premises we are proceeding on is that, vague and open to disagreement as interpretation of decency and morals are, we are still going ahead and formulating this new code. We fully realize that absolutes in interpretation are not possible, but this fact is not going to deter us from making our best attempt to devise a working code. The inherent difficulty of the job does not justify our making no stand at all."

Boiled down to exclude legal verbiage, in the opinion of veteran press observers at the momentous meeting, it means that the shape and form of things to come are to be guides for a workable standard that will be acceptable for not only the movie makers but for the exhibitors who, after all, really provide the industry's bread and butter.

## AI's Horne To Mexico

NEW YORK—David D. Horne, vice-president of American International Pictures Export Corporation, is in Mexico for discussions on new distribution arrangements, co-production deals, and for the acquisition of new product.



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# Question Of Proper Ticket Prices Poses Serious Problem For Exhibs

NEW YORK—The National Association of Theatre Owners stated in their Theatre Management Digest for June that "the spectacular, even history-making boxoffice appeal of a small number of recent films—and you can count them on the fingers of one hand—should not be allowed to overshadow one of the major problems in theatre management today: the price scale for the acceptable, run-of-the-mill, or even slightly better motion picture attraction.

"It doesn't matter what the theatre, whether first run or fifth, the price scale remains a problem. Should we raise it because the competition has done so? Should we fluctuate, go up and down with the price we ourselves pay for each picture to the distributors?

"Until recently, the motion picture industry considered itself a low-price entertainment business, and we concentrated on giving greater and greater value in entertainment for substantially the same scale of prices. Now, most theatres maintain a set admission price scale without giving that 'greater and greater' value in entertainment. Films of lesser entertainment value or star power are charged for on the same terms as those which are better than average. The thinking is, of course, that a lowered admission price—advertised as such—calls attention to the lesser values. Unadvertised, such a policy would be pointless since it would not bring in patrons anyway.

"Naturally, we don't advertise increased prices, either; we just go ahead and raise them the quarter or so for the better film. People tend to resent this. They may not even be aware of the price rise at the time it happens; they only know that suddenly they are paying a dollar or more for movie tickets, and they become more selective in their choice of screen entertainment. They also go to the movies considerably less often.

"Serious consideration should be given to two basic facts when theatre prices come under management consideration. The first is that people will pay the extra money, and even go out of their way to do so, if the screen attraction is something they want to see. Total ticket sales may be less, over-all, but the upped prices should lead to higher grosses.

"The second is that, while upped prices are possible and even essential in many locations, they should not be applied to children and to students. Tickets for youngsters should be kept at as low a price as possible, consistent with local conditions. This can encourage family movie-going, with adults willing to pay their own higher prices in the knowledge that they are not spending a week's food money for the entire family. It also can help bring youngsters to the theatre on their own and give us a chance to revive that old 'at least once a week' or 'every Saturday matinee' movie-going habit which existed in the days before television."

## Robson-Evans-Fox Deal

HOLLYWOOD—Mark Robson Productions, Robert Evans Productions, and 20th Century-Fox have finalized a joint production venture, it was announced by Richard D. Zanuck, 20th-Fox vice president in charge of production.

Simultaneously, it was announced that Robson and Evans have acquired Roderick Thorpe's new novel, "The Detective."

## Equal Job Opportunity Award Voted To Fox

NEW YORK—Twentieth Century-Fox was honored with an Equal Job Opportunity Award by the Locality Mayors' Committee of New York, Inc., a civic and philanthropic organization active in Negro communities throughout the city, at the organization's annual inaugural ball.

Clifford Bleeth, personnel director, accepted on behalf of 20th-Fox, which is the sole company selected from the motion picture industry for the award.

The Equal Opportunity Award is presented to one company within each of several industries every two years at the inauguration of the newly elected Mayor of Harlem.

## MGM Duo Set In Japan

TOKYO—The first twin deal in the overseas market for MGM's two Cinerama attractions presently filming in Europe, "Grand Prix" and "2001: A Space Odyssey," was signed by the Toho Company, it was announced by Seymour Mayer, first vice-president of MGM International.

Toho has agreed to equip its Yuraka-Za Theatre for Cinerama to accommodate "Grand Prix." The changeover will be made directly following completion of the run of the present roadshow occupant, "Doctor Zhivago," probably next January or February.

The Theatre Tokyo, which is already Cinerama-equipped, will house "2001: A Space Odyssey." The Stanley Kubrick attraction will open there late April or May.

## Miss Selznick Leaves Col.

NEW YORK—Joyce Selznick has resigned from Columbia Pictures, effective July 1. Miss Selznick will take a short vacation and will announce her future plans when she returns.

## NGC To Build First New Topeka Theatre Since '32

TOPEKA, KANS.—Construction of the first conventional motion picture theatre to be built in Topeka since 1932 will get underway here shortly, it is announced by Dan A. Polier and William H. Thedford, co-directors of theatre operations for National General Corporation, Los Angeles.

Seating 850, the new showplace will be built by the White Lakes Industrial Park, Inc., near the White Lakes Shopping Center. Estimated cost of the project is \$500,000.

The theatre will be operated by the Fox Midwest-Mountain division of Fox West Coast Theatres Corporation, a subsidiary of National General Corporation.

Featuring the ultimate in modern construction, the new theatre will be equipped with all of the latest projection processes—including CinemaScope, Todd-AO, and Panavision—stereophonic sound, scientifically-controlled air conditioning and heating, transistorized sound, and comfortable seats.

The entire structure and materials will be fireproof with automatic emergency lighting units in the event of power system failure.

The theatre is being designed by Richard L. Crother & Associates, Denver. J. A. Dickenson, Topeka, is the associate architect.

Now awaiting bids, ground-breaking ceremonies will take place sometime in July.

J. Walter Bantau, director of construction for National General Corporation; L. E. Pope, division purchasing agent for Fox Midwest-Mountain Theatres; and Jack Kruse, Richard L. Crother & Associates, will work with Dickenson on the plans for the theatre.

Fox Midwest-Mountain Theatres also operate the Jayhawk, Grand and Community Drive-In Theatres in Topeka. Jack McGee, Denver, is the company's division manager, and Fred C. Souttar, Kansas City, is the district manager for the area. Developer Keith Meyers represents the White Lakes Industrial Park, Inc.

## Scouts Honor Downing

NEW YORK—Russell V. Downing, past president, Radio City Music Hall, was honored with the Silver Beaver Award for "noteworthy service of exceptional character to boyhood" at the Greater New York Boy Scout Councils' annual meeting.



Cornerstone laying ceremonies were held recently at the soon-to-be-opened Eric in the Pennsauken Merchandise Mart, Pennsauken, N.J. The 1500 seat theatre will be the newest in the Sameric chain and will open in August. From left to right are I. S. Segall, president, Pennsauken Merchandise Mart; W. Leslie Rogers, Pennsauken industrialist and developer; Eric Shapiro; Morton Shapiro; and Samuel Shapiro, president, Sameric Theatres.



## "Khartoum" Triple Premiere Brightens "Golden Triangle"

DENVER—"Khartoum," Julian Blaustein's Cinerama presentation, was enthusiastically acclaimed by distinguished first-night audiences and newspaper critics at the glittering three-city "Golden Triangle Premiere" Monday night, June 20. Each of the three theatres was a complete sell-out.

The United Artists release made its triple U.S. bow at the Cooper Cinerama Theatre, Denver; Cooper Cinerama Theatre, Minneapolis; and Indian Hills Cinerama Theatre, Omaha, attracting thousands of enthusiastic spectators to each theatre. All the premieres were for charity. Charlton Heston, who stars in the motion picture, attended the Denver opening and visited the two other cities in connection with the gala events.

In Denver, where the premiere was sponsored by the National Women's Writers Association for the Denver Public Library, Heston greeted the audience from stage of the Cooper Cinerama. Among the guests were Governor John A. Love and Lieutenant Governor Robert Knous of Colorado; British Consul General Laurence L'Estrange, who greeted Heston, and executives of the Cooper Foundation Theatres, owners and operators of all three premiere houses. "Khartoum" received an ovation and the Rocky Mountain News, of the Scripps-Howard chain, hailed it as "A masterful movie."

In Omaha, the performance was sponsored by the Sertoma Clubs as a benefit for Girls Town. The 83-piece Newman High School Band serenaded the first-nighters from the theatre patio as they arrived. Ladies seated in the Sponsor's Golden Seats were presented with orchids, and all patrons received special programs. A model of the proposed Girls Town building was displayed in the lobby. Notables among the audience included Major General and Mrs. Beck of the Strategic Air Command, Mrs. Rachel Gallagher, noted national leader in park conservation, and Dr. and Mrs. Cecil Wittson, Dean of the Nebraska University Medical School. Dr. Wittson and Mrs. Gallagher were recipients of "Service to Mankind" awards in 1966 and 1965, respectively. Governor Morrison of Nebraska, who was attending a Midwest Governor's Conference was represented by Gene Budig, administrative assistant.

Heston previously visited Omaha, where Mrs. Lyndon B. Johnson presented him with the Cody Award "for his outstanding contributions to quality family entertainment in the Cody tradition." The First Lady was in Omaha attending the annual Nebraskaland Days festivities.

The Minneapolis opening was sponsored by Crippled Child Relief, Inc., proceeds used for the Rehabilitation Center at the University of Minnesota Hospital. During his Minneapolis stay, Heston visited the Minneapolis Center and the Variety Club-sponsored Heart Unit at the U. of M. hospital.

## AI Preps "Hatfields"

HOLLYWOOD—Eleventh new American International production for the next 12 month period and the fifth scheduled to be made in Hollywood during the next six months has been announced by AI top executives James H. Nicholson and Samuel Z. Arkoff.

Newly-set American International picture is titled "The Hatfields and the McCoys" and will top star Frankie Avalon, Annette Funicello, and Fabian. Filming will be in color and Panavision.

# 16th Berlin Film Festival Opens With 50 Subjects From 35 Nations



From left to right are Walter Manley, Walter Manley Enterprises, Inc.; Irvin Shapiro, Film Agency, Inc.; and Carol Hellman, Omnia Film Export. Manley has acquired "Marco, The Magnificent" for distribution in the Western Hemisphere, Far East and other territories. MGM is handling the physical distribution in the domestic market. The film, a co-production of Avala, Belgrade; ITTAC and S.N.C., Paris; and Prodi Cinematografica, Rome, is one of the costliest independent pictures produced in Europe in recent years.

## Panama Festival Set; Films To Vie For "Sphinx"

NEW YORK—Panama's fourth International Film Festival has been scheduled from Sept. 1-8 in the republic's capital, Panama City.

The increasingly popular annual event means "movie-star" time in the isthmus republic. Hundreds of internationally-famed celebrities flock there for the festival.

Rugged leading men often sample jaguar hunting in the nearby Darien jungle, or try their luck at big-game black marlin fishing. Other activities include gambling in the plush-est casinos this side of Monte Carlo.

All nations have been asked to participate in the festival by entering a maximum of two full-length movies and two documentaries before a deadline of July 15. Foreign films must have Spanish titles. Inquiries should be directed to the Panama Government Tourist Bureau, Apartado 4421, Panama, Republic of Panama.

Grand prize for the best films, equivalent to the Hollywood "Oscar," is called the "Sphinx." The festival will consist of two main parts, cinematographic art and an informative section, and will be free of censorship.

Awards will be presented for best actor, best actress, best supporting actor, best supporting actress, best director, best color photography, best black-and-white photography, best script, best scenery, and best short.

## Panama To P.R. Post

LOS ANGELES—Charles A. (Chuck) Panama has been named west coast director for John Springer Associates, Inc., New York-headquartered international public relations firm, and announced plans to open a Los Angeles office for the company. To accept new post, Panama resigns as advertising-publicity director for Arcola Pictures Company.

BERLIN—Berlin's 16th International Film Festival opened with 50 offerings from 35 countries. Scheduled to run through July 5, the "Berlinale" was launched with a speech by Governing Mayor Willy Brandt and the showing of the U. S. film, "The Russians Are Coming The Russians Are Coming."

Two American full length films will be in the major competition for the Golden Bear prize. They are "The Group" and "Lord Love A Duck." Another Golden Bear Prize will go to the best short film, and Silver Bear prizes will be awarded to the best director, best performances by an actress and an actor, and for outstanding achievements in long and short films.

The nine-man jury in the competition for the Golden and Silver Bears includes one American, Hollis Alpert, film critic for the Saturday Review. The others are one each from Sweden, Argentina, India, Italy and France and three from Germany.

Apart from the contests, other highlights of the Film Festival will be "information" screenings of artistically outstanding productions not eligible for the competition, an International Film Fair for the trade only and—for the public—screenings of some of the non-competing films as selected by their countries of origin. In this category, the U. S. will show "Methuselah Jones," directed by Ernest Kadison, a full-length film with Mamie van Doren, Tom Stern, Roger Perry, and Gloria Castillo. Two other American shorter films, as yet unnamed, are expected to be seen as well.

Czechoslovakia, the only eastern European country represented, will show two films but not as official contributions. The films are "Dymky," directed by Vojtech Jasny, one of the country's leading producers, and "Lasky Jedne Plavovlasky" (Love of a Blonde), by the famous Czech director-producer Milos Forman.

Film classics by internationally renowned film makers will also be presented during the festival, and as a traditional feature of the affair, a separate all-German jury will award prizes for a short and a long film judged as particularly qualified for youth.

Among the countries competing in the 12-day Festival are France with Jean-Luc Godard's "Masculin Feminin" and "La Vie de Chateau," directed by Jean-Paul Rappeneau. Italy has entered "Una Questione d'Onore," directed by Luigi Zampi, and Florestano Vancini's "Le Stagioni del Nostro Amore." The Scandinavian film makers will compete with the Swedish picture "Jakten," the Danish documentary "Knud," and the short Finnish film "Ovi." India has sent "Nayak," directed by Satyajit Ray, and Spain's entry in "La Caza," by Carlos Saura. Roman Polanski's "Cul de Sac" will compete for the United Kingdom.

Much interest centers on the first films by five young directors which have been accepted by the Festival. These are France's official entry, "Les Cocurs Verts" by Eduard Luntz; the British competitor, "Georgy Girl," directed by Silvio Narizzano; the Dutch film "Een Ochtend van Zes Weken" (One Spring in Holland), directed by Nikolai van der Heyde; and the Swedish production "Myten" (The Myth) by 25-year-old Jan Halldorf. Germany's own official entry, "Foxes Are Out of Season," is the first long feature directed by Peter Schamoni.



# Lawyer Reminds Exhibs To Report Full Gross In Absence Of Pa. Tax

PHILADELPHIA—Bancroft D. Haviland, of the law firm of Schnader, Harrison, Segal and Lewis, representing distributors Paramount, MGM, Universal and United Artists, advised exhibitors of Eastern Pennsylvania by letter as follows:

"It has come to our client's attention that following the action of the State Legislature of 1965 terminating the admission tax imposed by local municipalities as of January 1, 1966, some exhibitors continued to report their gross receipts based upon a deduction of the tax, although, in fact, the tax is no longer being paid and though the exhibitor's gross admission price remained the same. In many instances, the daily box office reports submitted to our client have not reflected this deduction.

"We are writing to advise you that under these circumstances, the entire gross receipts must be reported and film rental calculated thereon. The failure to report the full gross and to pay film rental based thereon is in clear violation of the license contracts.

"In some instances, we understand that these monies have been retained because the municipality has reenacted the tax, but is not collecting it pending some legal test of the validity of the state statute removing the tax.

"Of course, any theatre in a municipality where this has not occurred, which has continued to deduct the tax from its gross receipts reported to our client, is in clear and unjustifiable violation of its license agreements.

"Even where a municipality has purported to reenact the tax, the exhibitor is bound to report the full gross without excluding the tax, and is bound to pay film rental based upon that gross, at least until the unlikely event that a court should hold the legislature's elimination of the tax invalid. (We understand that no litigation attacking the tax has been filed up to the present date.) The law of the Commonwealth prohibits imposition of the tax, and no sums for tax can properly be excluded from the reportable gross receipts.

"You will, of course, comprehend that a continued withholding of proper reports and proper film rental payments, either improperly or under the mistaken belief that this is permitted where the township has purported to reenact the tax, is not only unjustifiable but will cause considerable problems of record keeping and reanalysis by our client when the day of reckoning finally comes.

"In view of the foregoing, our client must insist that all future percentage box office reports include the full gross receipts without any exclusion relating to local taxes, and that film rental payments be made based upon such full gross receipts.

"Similarly, our client must request that if you have withheld any of these gross receipts and film rentals since the taxes were lifted on January 1 of this year, that you promptly submit corrected box office statements and pay corrected film rental in accordance with those statements. Our client is reviewing box office receipts of exhibitors in the area, but it will greatly simplify matters if you will promptly and voluntarily correct the situation.

"In this connection, please advise us in what municipality and school district your theatre is located; whether either the municipality or school district had an amusement tax in 1965 and the percentage tax; and the amount of your gross admission price, including tax, in



Mike Frankovich, center, Columbia Pictures first vice-president in charge of world-wide production, confers with Sam Spiegel, left, and director Anatole Litvak, right, on the set of "The Night Of The Generals," being filmed in Paris.

## Return Of "High Noon"

NEW YORK—"High Noon," winner of four Academy Awards, has been booked for a return engagement by the Wilby-Kincey chain, it was announced by George Josephs, domestic sales manager for World Entertainment Corp., which is redistributing the Gary Cooper-Grace Kelly starrer.

According to Josephs, Wilby-Kincey will play "High Noon" in 30 theatres throughout North Carolina, South Carolina, and Virginia, starting in the summer months and continuing into the fall.

World Entertainment is presently preparing three other films, "The Road to Fort Alamo," "Castle of Evil," and "Blood Beast From Outer Space," for summer-fall release.

## 300 New Theatres Seen

GRAND RAPIDS, MICH. — American Seating Company researchers estimate that 300 new motion picture houses will be built during 1966 throughout the United States.

1965 and the amount of your gross admission price in 1966.

"In return for the foregoing we are authorized to state that our client will agree that should the tax subsequently become effective again, and in the unlikely event that such reimposition of the tax is held to be retroactive so as to apply to pictures as to which you have already paid your film rental, our client will, in that event, reimburse you for any film rentals paid on taxes which you are subsequently forced to pay.

"If any exhibitor which is not presently properly reporting and paying the film rental on its full gross, in the manner described above, does not promptly rectify its reports, where necessary, and its film rental payments relating to pictures already played, and comply with the foregoing request as to future pictures, we will have no alternative but to take necessary and appropriate legal steps to see that our client's film rental is protected.

"Your cooperation in this matter will be much appreciated."

## Gala "Virginia Woolf" Bow Nets \$75,000 For Charity

NEW YORK—Raising \$75,000 for charity, a glittering array of New York celebrities and society figures turned out on Broadway to see Elizabeth Taylor and Richard Burton in "Who's Afraid of Virginia Woolf?" and to honor Jack L. Warner, president of Warner Bros., the company that made the motion picture version of Edward Albee's international stage success.

The premiere at the Criterion, followed by a supper-ball in Warner's honor in the grand ballroom of the Astor Hotel, benefitted the American Musical and Dramatic Academy and the Richard Burton Fund of the National Hemophilia Foundation. The Academy is headed by Philip Burton, and the Fund's honorary chairman is Miss Taylor.

"Who's Afraid of Virginia Woolf?," which also stars George Segal and Sandy Dennis, was directed by Mike Nichols and written for the screen and produced by Ernest Lehman. Miss Dennis, Nichols, and Albee joined Warner at the gala event. Miss Taylor and Burton, who are now making another film in Italy, sent their best wishes to Warner and the other guests.

Among other notables at the charity event, of which Russell V. Downing was chairman, were Senator and Mrs. Jacob K. Javits, New York City Commissioner and Mrs. Bud Palmer, Mrs. Winthrop Rockefeller, Mr. and Mrs. Robert L. Sarnoff, Perle Mesta, Mr. and Mrs. Bennett Cerf, Mr. and Mrs. Richard Avedon, Mr. and Mrs. Alan Arkin, Mr. and Mrs. Adolph Green, Princess Lucie Shirazee, Sherman Fairchild, Mrs. Reed Albee, Dina Merrill, Mr. and Mrs. Gower Champion, Mr. and Mrs. Joseph E. Levine, Mr. and Mrs. Mark Millard, Mr. and Mrs. Howard Reinheimer, Carol Bruce, Mrs. Edward Gropper, Harry Winston, Mr. and Mrs. Leonard Goldenson, Mrs. David Tishman, Mrs. Robert J. Gurney, Ernest Henderson, Claude Giroux, Mr. and Mrs. Spyros Skouras, Charles Allen, Jr., Vincent Sardi Jr., Mr. and Mrs. Albert A. List, Mrs. Betty Talbot Blackwell, Dr. and Mrs. Louis Scarrone Jr., Rona Jaffee, Edward M. Carey, Mr. and Mrs. Henry Berger, and Mr. and Mrs. Leonard Bernstein.

At the supper-ball, Warner received the Medallion of the City of New York for his services to the city in philanthropy and the arts. Alan King, Broadway and television star, was toastmaster for the after-theatre event.

## U Information Center Set

UNIVERSAL CITY, CALIF.—Extending their long relationship, Union Oil Company of California and Universal City Studios Tours have entered into a long term agreement whereby Union Oil Company has established a Visitors Information Center in the main reception building on the Tours' upper lot.

The Information Center will service guests at the 400-acre motion picture and television studio with general information such as freeway routes to various points, transportation schedules, and travel information. In addition, it will serve as a message center. Union Oil Sparkle Girls also will distribute appropriate literature and materials to the visitors without charge.

As a further aspect of the tie-up, Union Oil Company will promote the studio tours through its thousands of consumer outlets and in its advertising.



## Fox Town And Country Bows In San Jose, Calif.

SAN JOSE, CALIF.—The deluxe, new Fox Town and Country Theatre here is a joint development of the Town and Country Village Shopping Center and National General Corporation, parent company of Fox West Coast Theatres Corporation. The entire project was under the supervision of J. Walter Bantau, director of construction and purchasing of National General Corporation.

The theatre auditorium seats 924 persons in the newest type of American Bodiform seats. These seats have a single floor standard for ease in cleaning and have one-piece plastic backs. Texture of the auditorium walls comes from a pre-cast block material. The rear wall has been acoustically treated with fiberglass and perforated masonite. The ceiling slopes upward toward the screen leading the eye to the motion picture screen which is the room's dominant feature, and for which purpose the room was designed.

The Fox Town and Country's screen can accommodate all of the various filming processes now in use through automatically adjustable screen masking. The entire front of the screen is heavily draped in gold hammered satin custom draperies executed by R. L. Grosh & Sons.

More than 70 tons of air-conditioning equipment have been installed in the rooftop machinery chambers to provide comfortable cooling and ventilation for the building.

The Fox Town and Country is equipped with six-track stereophonic sound equipment for use in showing wide screen attractions. Banks of large theatre speakers, each nine feet tall, are spaced at intervals back of the screen, and the surrounding speakers have been built into the ceiling to provide better distribution and presence to the "effects" track used in theatre stereophonic recording.

The \$600,000 showcase has exterior walls of stone and glass and a russet tile roof. Entrance, lobby, and boxoffice are panelled in walnut and trimmed in glass and stone, creating a warm and spacious atmosphere.

Projection room is equipped with the latest models in projectors by Phillips; lenses by Bausch & Lomb; motor generators and rectifiers by Hughes; and lamps by Strong Electric Company.

Harold L. Berry has been appointed manager of the Town and Country, it was announced by John Klee, Pacific Coast division manager of Fox West Coast Theatres.

## Brodsky Joins Rastar

NEW YORK—Jack Brodsky has been named director of advertising and publicity for Rastar Productions, beginning with the world-wide advertising and publicity campaign for "Funny Girl," which Ray Stark will produce for Columbia Pictures release.

Brodsky will work with Columbia vice-president Robert S. Ferguson and his department in supervising the global promotion on the attraction. Stark produced the Broadway version of the life of Fanny Brice, which starred Barbra Streisand and is currently in its third year in New York. Miss Streisand is to star in the screen version of "Funny Girl" and is currently appearing in the London version.

Brodsky has held publicity and advertising posts at 20th Century-Fox, Filmways, and Cinema V and is resigning his executive position at the public relations firm of Ruder and Finn to accept his new assignment.

# Chi College Advisory Board Gets Vote Of Confidence From Plitt

## "Tschaikovsky" Role Cast; Romm To Direct Biofilm

BURBANK, CALIF.—The star and the director of "Tschaikovsky," the Soviet-American motion picture co-production about the life of the great 19th Century composer, have been announced by executive producer Dimitri Tiomkin, following conferences with Jack L. Warner, president of Warner Bros., at the Warner Studios.

Playing the title role of Peter Ilyich Tschaikovsky will be Innokenti Smoktunovsky, star of the widely praised Russian "Hamlet" and a Meritorious Artist of the Soviet Union, and the director will be Michael Romm, whose distinguished position in the Soviet cinema is compared to that of Eisenstein.

Tiomkin then returned to Moscow, where he will be an honored guest at the Tschaikovsky Music Festival, which concludes on June 30. He also will continue working out production and script details of the gigantic motion picture project, the first in history to involve an American studio and the Soviet Ministry of Cinematography. "Tschaikovsky" will be a co-production with Warner Bros.

## MGM Sees \$16 Million Thru Summer For "Zhivago"

NEW YORK — Metro-Goldwyn-Mayer's "Doctor Zhivago" will have a \$16,000,000 domestic gross by the end of the summer, it was projected in an announcement by Morris E. Lefko, MGM vice-president and general sales manager, and Mel Maron, MGM roadshow sales manager. The David Lean film has already grossed in excess of \$8,000,000 in its 52 key engagements to date and will be playing in 86 situations through August.

Lefko and Maron stated that the projection is based on the film's current boxoffice performance, which has been phenomenally successful from every standpoint. House records have been broken in practically every theatre, where capacity audiences continue to pack each showing. They further noted that the huge gross "Doctor Zhivago" has already registered has actually been achieved during a four-month period. Although the film had its world premiere at Loew's Capitol here on Dec. 22, 1965, the bulk of the present bookings started in March, and in 17 situations, "Doctor Zhivago" has been playing less than a month.

MGM has instituted a flexible sales policy for "Doctor Zhivago" during the prime summer playing time in accordance with the individual requirements for each situation. Many theatres will be presenting the roadshow attraction two times each day, while others will maintain the 10-show a week schedule. In the majority of situations, the reserved seat policy will be in effect. However, in some, there will be a reserved performance policy in which only the house capacity is sold, but for which the seats are not reserved.

The Carlo Ponti Production will open in 34 new engagements through August.

CHICAGO—By way of a first "semester report" on his College Advisory Board, Henry G. Plitt, president, Balaban and Katz Circuit, stated that the group he organized six months ago has more than proved its worth. In fact, the board will continue to convene during the summer school vacation months.

"When we initiated this board," Plitt added, "we said it was an experiment to find a way of sharpening our communication with the major segment of our audience. Now it is beyond the experimental stage. We are relying on the suggestions of our board in the planning of our promotion campaigns for all of our important attractions."

Comprised of both boys and girls ranging in age from freshmen to seniors and representing the eight major colleges in the Chicagoland area, the board meets twice monthly with Plitt and the B&K press staff. Screenings are followed by discussions in depth of the elements deemed of prime interest to young people but often overlooked in the regular campaign.

The board's critical evaluation of a motion picture is but an incidental issue, Plitt pointed out, saying, "We start out on the premise that this is the picture; it is what we have to sell; now how do we go about capturing the maximum interest of the segment now representing more than half of our potential audience?"

Plitt also noted that the findings of the board have been shared in all instances with the distributors of the films discussed. In one case, this resulted in the distributor's revision of the radio spots for national use. In another, points recommended by the board were incorporated in supplementary ads. In all cases, the film companies have welcomed the board's findings and encouraged its development.

"I am now more convinced than ever," Plitt concluded, "that college advisory boards should be instituted where they are needed first, at the origin of production. It is difficult to conceive how the industry can keep ahead of the rapidly-changing trends and interests of the youth market without this direct teenage communication."

## Watt To AI Publicity

LOS ANGELES—Milt Watt has been assigned to the regular staff of the American International publicity department, it was announced by Milton Moritz, AI publicity-advertising director.

Watt, who will function in all areas of the company publicity operation, was publicity director of Republic Studios before the firm went out of production, and recently concluded six years with Paramount as department editor and unit publicity man. During many years in the film industry, Watt has been affiliated with Perlberg-Seaton as publicity director; United Artists, Universal, Columbia, Fox, Warner Bros., and Selznick.

## Ross To Agency Post

HOLLYWOOD—Richard C. Ross, longtime motion picture producer, joined Shaw & Roberts, Beverly Hills, as senior vice-president. Announcement was made by agency partners Edward Shaw and Martin Roberts. Ross will coordinate all of the company's activities in the motion picture field and will be executive in charge of the firm's industrial division.



# Jacksonville Clubwomen Rewarded For Gala "Movies And You" Effort

JACKSONVILLE—The thrill of major accomplishment was experienced here in mid-June by more than 200 members of the Southside Junior Woman's Club of Jacksonville and by a group of local motion picture exhibitors as word came from the Woman's Clubs' Diamond Jubilee convention held in Chicago that the national first place award of the Motion Picture Association of America's "Movies and You" contest had been won by the Southside group.

Mrs. Richard L. Randle, president of the Southsiders, who served as a delegate to the Chicago convention, advised her club members that Mrs. Margaret G. Twyman, director of the MPAA's Community Relations Department, presented the Jacksonville club with a \$500 award in a special ceremony at the Conrad Hilton Hotel for the "Movies and You" program conducted here on last February 3. In addition, Mr. and Mrs. Randle have received from MPAA a five-day, all-expense paid trip from Jacksonville to Hollywood.

The program which brought such a high honor to the local club women—in competition with over 2,000 other units of the General Federation of Woman's Clubs—consisted of a gala gathering of the entire club membership at a "Movies and You" party in the group's clubhouse, which was decorated for the occasion to resemble Grauman's Chinese Theatre in Hollywood during the time of a Hollywood premiere. In order for the Southside club to be eligible for the national contest, the cooperation of an exhibitor or group of exhibitors had to be secured. President of the club at the time of the "Movies and You" program was Mrs. Ellis (Joan) Fernandez, Jr., daughter of Mrs. John (Dorothy) Zeitlinger, a prominent local WOMPI member who is a statistician for Florida State Theatres. Joan and Mrs. Randle (who was chairman of the event) asked Mrs. Zeitlinger for cooperation in the project. Mrs. Zeitlinger's support came to the Southside clubwomen on such a large scale that it nearly overwhelmed them. Other WOMPI members were drawn into the project, including Mrs. Anne Dillon, international WOMPI vice-president; Mrs. Mary Hart, local WOMPI president; and Mrs. Iva Lowe, WOMPI manager of the San Marco Art Theatre, all of whom are employed by Florida State Theatres. Mrs. Zeitlinger also asked for and received enthusiastic cooperation from leading executives of Florida State Theatres.

The FST leaders threw open the resources of the organization and supplied a great variety of poster materials ranging from stills to 24 sheets from the FST accessories department, which has posters on thousands of motion pictures. FST also supplied theatre props, films, popcorn, and whatever was needed to create a theatre atmosphere in the Southsiders clubhouse. One executive of the company, Joseph J. Deitch, loaned out for the occasion one of his most prized possessions, an antique early Edison motion picture projection machine.

As the MPAA had envisioned the project on a local scale, the "Movies and You" program focused considerable attention upon the motion picture industry through the eyes of influential groups of women. It also received wide local publicity in newspaper stories and excellent coverage by radio station and television news programs. It became a model project for the establishment of closer community relations

## Variety Luncheon July 20 To Honor Sales Managers

NEW YORK—Irving Dollinger, chief barker, Variety Tent 35, announced the new date of July 20 for the luncheon honoring the general sales managers of the distributing companies. It will be held at the Americana Hotel, at 12:30 p.m., and the luncheon charge will be \$7.50.

Dollinger also announced the appointment of Nat D. Fellman, vice-president of Stanley Warner Theatres, as the luncheon chairman. The new date was announced to avoid a conflict of industry affairs.

## BV Managers Discuss "Follow Me" Release Plans

NEW YORK—District sales managers of Buena Vista met here last week to discuss all areas of marketing and promotion of Walt Disney's "Follow Me, Boys," to be released at Christmas.

Presiding over the meeting was Irving H. Ludwig, president. Assisting him from the home office were Leo Greenfield, domestic sales manager; Don Conley, western division sales manager; Herb Robinson, eastern division sales manager; Charles Levy, director of advertising and publicity; and Jack Herschlag, advertising manager.

Representing Buena Vista's eight districts at the day-long session were Herb Schaefer, Boston, northeastern district; Mort Magill, Philadelphia, eastern district; Pat Halloran, Cleveland, east central district; Kenneth Laird, Atlanta, southeastern district; Douglas Desch, Dallas, southwestern district; Harris Dudelson, Chicago, midwestern district; Marvin Goldfarb, Denver, Rocky Mountain district; and Andrew M. Heederik, Jr., Los Angeles metropolitan sales manager.

## Redlin Joins Goldman Firm

HOLLYWOOD—William A. Redlin has joined Harold Goldman Associates as executive producer for coordinating world-wide production for all H.G.A. pictures now being filmed throughout the world. Announcement of the assignment was made by Harold Goldman, president of the company, who stated that the appointment was in line with his company's expanding production plans in the field of theatrical production.

At the present time, films are being produced in Hollywood where "The Destroyers" started production last week; in Spain where "The King of Diamonds" is currently in production; and in Mexico City where the first of five features will go into production at the end of this month.

between citizens and the motion picture industry.

Florida State Theatres is also scheduled to receive awards for its cooperation in the project, including a plaque from MPAA to be hung in the FST home office or the lobby of the San Marco Art Theatre, and registration costs (for two) at the 1966 NATO convention.

## "How To Steal" Art Frauds To Tour For Fox Feature

NEW YORK—A collection of art frauds, consisting of 44 paintings and seven sculptures, especially created for 20th Century-Fox's "How to Steal a Million," were to be displayed in a special exhibit at the Parke-Bernet Galleries yesterday (June 28). The event was to be a benefit for the Lincoln Center Fund for Education and Creative Artistic Advancement, and was to be preceded by a special invitational screening of "How to Steal a Million."

The paintings were commissioned by director William Wyler for museum sequences in the film, which is a comedy about forgery and theft in the Parisian art world. They were created by leading modern artists, all of whom wish to remain anonymous, and are based on lists of lost or uncompleted works by the world's most famous artists.

Among the "artists" represented in the collection are Cellini, Rembrandt, Rubens, El Greco, Monet, Degas, Cezanne, Renoir, Gauguin, Van Gogh, Picasso, and Giacometti. The collection itself represents a survey of important painting styles from the early Renaissance to the present.

Wyler commissioned the frauds after he encountered an extraordinary amount of bureaucratic red tape when he sought to photograph original works by famous artists. Since the film itself is about art forgery, Wyler hit upon the idea of employing artists to "create" paintings and sculptures in the style of the world's greatest artists.

Following their showing at Parke-Bernet, the frauds will tour the country in conjunction with openings of "How to Steal a Million," which will have its world premiere as the next attraction at Radio City Music Hall.

## New House For Interstate

SAN ANTONIO — Construction is well underway, and Labor Day is target date for opening of the new Wonder Theatre located on the north end of Wonderland Shopping City, it was announced by George Watson, city manager, Interstate Theatres.

According to Watson, Wonder Theatres will be a "showcase" example of a modern cinema emporium, equipped with the latest projection equipment and the finest in audience conveniences.

A major road show attraction, "Hawaii," starring Julie Andrews, has already been booked for the Wonder Theatre through United Artists.

The Wonder Theatre will be the fourth Interstate Theatre in the city. The others are the Majestic, Aztec, and Broadway.

## COMPO Opposes New Bill

NEW YORK—The Council of Motion Picture Organizations, Inc., urged theatremen to write immediately to Congressmen and Senators asking them to vote against a new unemployment compensation measure (HR 15119) introduced by Ways and Means Committee of the House of Representatives chairman Wilbur Mills, D. Ark., which substantially raises the amount of money theatre owners and other employers will have to pay for insurance.

Charles E. McCarthy, COMPO executive vice-president, stated that this measure is a serious threat to the profitable operation of theatre business, and a serious effort to defeat it should be made.



## N.Y. Solons Interested In "Woof" Ticket Policy

ALBANY—Capitol Hill is one of the places where possible difficulties in enforcing President Jack L. Warner's "adults only" contract policy for "Who's Afraid of Virginia Woolf?" have been quietly but searchingly discussed. The question holds particular interest to legislators who served with the Old Joint Committee on Offensive and Obscene Material, and to others who proposed classification of motion pictures.

Several such proposals were presented to the Legislature this year.

Fate of such legislation, vigorously opposed by MPAA, COMPO, and other industry organizations, hung in the balance as the record-long session was running to a close. Assemblyman Lawrence P. Murphy, D-Kings, who for years served as secretary of Joint Committee on Obscenity, predicted last winter the bill would win approval in both Houses, and "might" be signed by Governor Nelson A. Rockefeller (campaigning for a third term). However, as the proposal continued to remain in Senate Education Committee, he began to lose confidence. The MPAA drive against the idea had apparently produced results, the veteran solon conceded.

Feature stories in New York and Albany newspapers on Jack Warner's position anent "Who's Afraid" naturally attracted attention at the Capitol. Present and former Joint Committee members quickly pointed out, "Mr. Warner is taking a position similar to one we have advocated legislatively for some time. It remains to be seen whether the clause in the 'Who's Afraid' contracts is enforced—in fact, whether it can be enforced."

## Bernard To Embassy TV

NEW YORK—L. Barry Bernard has been named account executive for Embassy Pictures Corp. Television, it was announced by Cy Kaplan, Embassy vice-president for television sales.

Bernard comes to Embassy from ITC, where he served as southern division manager for two years. Prior to that, he was vice-president in charge of television sales for MPA, Inc., and has also served in the advertising-publicity department at RKO Pictures and as director of advertising and publicity for the Rosener Company. His career includes a stint as producers' representative, acquiring European features for domestic release.



Fred Gwynne and Al Lewis, stars in Universal's "Munster, Go Home," recently arrived in New York from Hollywood by plane and transferred to their "Munster Coach" at Kennedy International Airport as they started a promotional tour in connection with the film.

# The NEW YORK Scene

By Mel Konecoff

DOVEN CHOW, GENERAL MANAGER FOR THE SHAW BROTHERS STUDIOS in Hong Kong, headed by Runme and Run Run Shaw, stopped off in town briefly and across the luncheon table related that Chinese films are on the move at present towards more substantial goals in world markets generally and particularly in the U.S.

In line with this, Chow reported that his studio's approaches to film making are now more contemporary, and while the features are going to remain very much Chinese, releases sent abroad will be shorter and slanted more towards international interest. Two versions will be made, a longer, more detailed and traditional one for the Far East, and a more modernized one for export.

The Shaws are learning how to walk in the U.S. at a cautious pace, and it was felt that what the Americans like will also be preferred by Europeans. The reception to the Chinese releases has been very encouraging from college groups, film societies, etc., at the prime two outlets in New York and San Francisco, and in a few other spots. \$200,000 in film rentals has been taken in by Chinese releases in the U.S. over the last year, and more is expected this year. Shaw sent 15 releases abroad, and these achieved a world-wide rental of six million dollars, with their native market excepted. The average film costs \$350,000.

The Shaw Brothers have been approached by Hollywood producers and others to do co-productions, and he will discuss this further when he visits the film capital. They produce 36 Mandarin pictures per year in Hong Kong as well as 12 Malaysian films annually in Singapore. They take in 1,000 pupils each year and put them through a three year course in all phases of film making before they are graduated. Next September will see the Shaws opening their own color laboratories as soon as air conditioning equipment is installed. Not only will they process their own footage but that of other producers as well. The Shaws own 120 theatres in Singapore and Malaysia and 180 other theatres in other Far Eastern areas.

Chow noted that their films are playing to GI audiences wherever they are stationed because they like seeing them with English subtitles and other imports are dubbed or titled in French. Their area is utilizing a Rediffusion cable television system, but the Shaws will go into over-the-air tv under a British franchise when they get so involved. Chow admitted that his company has been approached by American television interests as regards their product, but they haven't sold them any of their features as yet.

In line with the expansion of Chinese product distribution, U.S. representative-exhibitor Frank Lee is opening a third showcase, the Europa, in Los Angeles on July 1.

**MUNSTERS EVERYWHERE: SCORES AND SCORES OF YOUNGSTERS AND adults gathered in front of Prudential's Hicksville Theatre on Long Island to admire a weird looking drag racer (The Drag-u-la) while waiting for Herman Munster (Fred Gwynne) and Grandpa Munster (Al Lewis) to show up for a personal appearance in connection with the saturation playoff of Universal's "Munster Go Home."**

The bus arrived a few minutes late, held up by heavy traffic, and amid squeals of delight, half the crowd followed the pair into the theatre where the visitors were introduced on stage by Murray The "K." They went through a few gags and a question and answer period, mainly with youngsters.

Then they were off, accompanied by good old Herman Kass, executive in charge of national exploitation, and good old Jerry Evans, promotion director, to keep other appearance dates. We'll bet that there would have been more tickets bought if the visitors were allowed to sign autographs for 10 minutes in the inner lobby.

**A MATTER OF GETTING WET: THE OTHER MORNING THE TEAM OF Robert Ferguson, Columbia vice-president in charge of advertising and publicity, producer Roger Lewis, and director Frank Perry told us about a forthcoming project that got underway in Westport, Conn., last week, "The Swimmer."** They called it suburban odyssey, which will attempt to reveal in one afternoon a man's life (Burt Lancaster) as he decides to swim across the county to his home using the backyard swimming pools of friends and others in the area.

When we wanted to know wasn't this a bit on the arty side, umbrage was taken, noting that it was a suspense story that, perhaps, could be termed unconventional. It seems "arty" is practically a dirty word in certain quarters, especially with a star on the order of Lancaster in the lead and in swimming shorts yet. They wanted to go last summer, but Lancaster wasn't available until now. He has a piece of the action strictly as an actor, with no corporate involvements.

Perry, who lost 60 pounds since we last saw him on location in Pennsylvania two years ago, is directing and co-producing with Lewis for Sam Spiegel's Horizon Pictures. Wife Eleanor Perry wrote the screenplay. Lewis and Perry are following through on Spiegel's previously announced intention of giving fresh people and promising newcomers a chance in the film, with the only "name" being that of Lancaster. The budget has been termed modest, spending what is necessary. The size of the location set-ups and the limited scope of action will permit small crews and minimal equipment to be utilized. Newcomers are being used for the sake of validity and not because of economy.

This will be the fourth picture Perry will have made on location—he has yet to shoot on a sound stage. Fourteen Connecticut houses have been set (all with swimming pools, naturally), and interiors, when necessary, will be filmed on live locations during the 40-day shooting schedule. A token fee is being paid house lenders, and visitors will be scarce, not only because space is precious but also because they can't have unnecessary strangers trampling lawns, crushing azaleas, etc. The color film has no release date, which takes the pressure off a bit.

**A MATTER OF DEGREE: WE'VE FINALLY FOUND A PRODUCER-DISTRIBUTOR who doesn't want to be another Joseph E. Levine. He's Dino Fazio, president of Europix-Consolidated, who has nothing against Levine or his success, having sold him a**

(Continued on page 18)



# LONDON Observations

by Jock MacGregor

CONGRATULATIONS HAVE POURED INTO FILM HOUSE FOLLOWING MO Rothman's appointment of Pat Williamson as acting managing director of Columbia here. At 36, he is the industry's youngest top executive. Save for two years with the Royal Air Force, he has been with the company since school days. A graduate of the publicity department, he became publicity director in 1961. Two years later, he took sales under his wing and has proved as successful in selling as he has been in promoting product. This should encourage every publicist, for in far too many companies they are the neglected men.

LORD BRABOURNE IS WELL PLEASED WITH THE FIRST SIX MONTHS OF London's pay-tv experiment and expects 10,000 subscribers by the year's end. He reports that each subscriber is averaging \$1.06 weekly and that this is better than the American experiments. Feature films form the bulk of the fare; are generally played four times to offer alternate viewing times; and average a 20 per cent audience. Top hits, "Great Escape" and "Magnificent 7," were seen by 48 and 47 per cent respectively, suggesting viewers prefer good oldies to new pictures (movies may be shown six months after local release) even when they pay to see them. Eighty per cent paid \$5.60 for the Clay-Cooper world heavyweight fight.

AT THE CELEBRATED HIND'S HEAD, BRAY, JIM CARRERAS HOSTED A lunch in honor of Joan Fontaine, who had just completed "The Devil's Own" for Hammer-7 Arts at his nearby studios. Not only had she enjoyed making this color picture, which is for 20th-Fox abroad, but also she was obviously most impressed with the organization and the fact the shooting was completed on schedule despite bad weather during locations, which included that snigger provoking hamlet—Bix's bottom. This is an admirable achievement and makes one wonder how long the majors and financiers will continue to back those who seemingly regard budgets and schedules with contempt—as something to exceed. Currently, several pictures are considerably over and are adding to the problems of studios which are already heavily booked for months to come. With some pictures becoming "all location," an equipment shortage is developing. Many filming here and on the continent are hiring from Samuelson's and are marveling at their enterprise and helpfulness in getting vital equipment delivered to the oddest places within hours of being ordered. It is good to hear the unsolicited praise for a family concern.

JIM, AS VARIETY CLUBS INTERNATIONAL CHIEF BARKER, WELCOMED members of the convention committees to a "thank you" party; revealed a \$168,000 profit, thanks to the help of many sponsors; and hoped as many as possible would go to Mexico for next year's meet and give the small tent every support. He has a hunch that it will be really fabulous. Again, he is going all out to find sponsors to cover events and overheads. The VC Golf Society is now in full swing. A highly successful Pro-Am Tournament, with stars of golfing and entertainment worlds competing for \$2,800 at Sir Billy Butlin's Bognor Holiday Camp, raised another Sunshine Coach, and the crippled kids were waiting at the 18th hole to drive home in it. This really emphasized the worth of the promotion. Variety—and the campers—were indeed lucky to have the support of about 12 stars, including Sean Connery, who is a really good golfer and was runner up; Stanley Baker; Christopher Lee; and Eric Sykes. It was a most enjoyable week-end.

AS 007, SEAN WAS MISSING FROM THE DORCHESTER RECEPTION WHEN his Japanese leading ladies in "You Only Live Twice," Mie Hama and Akiko Wakabayashi, were introduced by Cubby Broccoli and Harry Saltzman to the press. With twitching fans and crisp kimonos, they looked charming, but in delightful English confessed that the outfits were in our honor—they like western clothes.

On Sunday night, there was a Dorchester reception for the non-Connery Bond to welcome the fifth director on "Casino Royale," Val Guest. The invitation was delivered by hand, and a publicist phoned to check that I would attend. I had hoped to hear some secrets of this picture, about which there have been so many stories since shooting started in January. Rarely have I known so few in such a crowded gathering. I spoke with Bob Parrish, who directed an earlier segment; Val, of course, and his charming wife, Yolande Donlan; Woody Allen, Tracey Crisp, and the Baker twins, who appeared; cameraman Jack Hildyard; costume designer Julie Harris, very delighted with her Oscar for "Darling"; production supervisor Johnny Dark, Sam Shaw, and others, but there was no handout to say who was present or effort to present the many unknowns, who could be in the picture or merely other guests. I did hear some lovelies disparagingly dismissed as the "25 pounds a day lot." I was introduced to producer Charles K. Feldman, who did not welcome my questions about the production as he thought they were prying. It was a strange gathering. Next morning's popular press carried no photos though plenty were taken, and that's strange for a Bond show.

IT IS GOOD TO HEAR THE NUMBER OF NON-MOVIEGOERS TALKING about taking the children to see Carl Foreman's "Born Free" and saying how much they have all enjoyed it. Too many producers do not seem to appreciate that to succeed, "family films"—a loose descriptive at the best—must attract as well as entertain all the family. . . . Those who advocate setting up a third weekly release outlet here should speak to Peter King. Though he has both theatres in the Ruislip dormitory area, he is closing one as he cannot find enough suitable product. Lately, the two circuits have been having trouble finalizing releases, and several were only fixed just before playdate. . . . Instead of showcasing or regular release, "Agony and Ecstasy" is playing a cross section of 18 theatres on both sides of the Thames concurrently on a continuous basis.

## Williamson To Direct Col. U.K., Eire Unit

LONDON—Patrick M. Williamson, sales and publicity director for Columbia Pictures of Great Britain and Eire, has been promoted to acting managing director, it has been announced by Mo Rothman, vice-president in charge of world distribution.

Previous to his new appointment, Williamson had been liaison between Columbia's United Kingdom operations and BLC Films, Ltd., and between Columbia and its producers on all matters concerning sales and publicity. He was also responsible for the formulation of sales policies and coordination of the sales of Columbia pictures through BLC Films, Ltd.

Williamson joined Columbia's operations in 1944, prior to serving in the British Armed Forces between 1947 and 1949. He was elevated to assistant to the publicity director in 1952, and became publicity director in 1961.

His appointment as a director of Columbia Pictures Corporation, Ltd. in Great Britain and Eire in 1963 was followed by a promotion to sales and publicity director of Columbia Ltd. and an appointment to the board of BLC Films, Ltd. in 1964.

In view of his increasing international production responsibilities on behalf of the parent company, K. L. Maidment has agreed to vacate the position of joint managing director of Columbia Pictures Corporation Ltd. Maidment, who is a vice-president of Columbia Pictures International Corporation, will remain a director of the British company.

## Previns Set Production Firm

HOLLYWOOD—Stone Canyon Productions, a motion picture and Broadway production company, was formed with the filing of papers in Sacramento by Dory and Andre Previn.

All of the pair's future film and Broadway assignments will be channeled through the unit. The Previns are currently working on an original movie musical as well as a Broadway musical, which they don't expect to be ready for production until late 1968.

They conceived the idea for and wrote the 18-song score for MGM's forthcoming musical version of its 1939 classic, "Goodbye, Mr. Chips," and Previn is currently working with Alan Jay Lerner on his debut Broadway effort, "Coco," which Frederick Brisson will produce.

## Reade Rewards "Courtesy"

NEW YORK—The first winners in the Walter Reade-Sterling, Inc., theatre circuit's "Courtesy Is Contagious" campaign, an effort by the coast-to-coast chain to re-emphasize to both the public and to Reade employees the necessity and the desire of making patrons feel welcome, were announced by Nick Schermerhorn, vice-president for theatre operations.

John Sickler, doorman, Community Theatre, Kingston, N.Y., and Veronica Vanderhoff, cashier, 34th Street East and other of the circuit's New York City theatres, were the two employees singled out in this first contest. They will receive a U.S. Savings Bond and a courtesy "Oscar" statuette.

They were selected by a judging committee of circuit executives and managerial supervisory personnel for continuing cheerfulness and courtesy towards patrons.



## BUFFALO

George Peppard, star of "The Blue Max," which is having its western New York premiere June 29 at the Kensington, Dipson Circuit house, was in to do some tub-thumping for the big 20th Century-Fox production, which will be shown at the Kensington on a reserved seat basis and at advanced prices. While in Buffalo, Peppard was interviewed on tv and radio. One of the highlights of his visit was interviews with local newspaper men in a plane as it flew over the Buffalo and Niagara Falls area. Jerry Westergren, director of advertising and publicity for the Buffalo area Dipson houses, and Charlie Funk, Fox ad-pub chief, worked on a big advance promotion campaign. . . . There was a big turn-out of Buffalo exchange area industryites at the testimonial luncheon given in the Variety Club in honor of "Bert" Kemp, who has retired after being associated with the local Warner Bros. branch for many years. Succeeding Bertha in the booking department at the exchange is Thomas Suber, trainee who arrived in town from New York. . . . Fred Keller, managing director, Glen Art, Williamsville, N.Y., announces that the house will remain open all summer, with a series of world famous musicals and operettas being screened. These attractions will play week-ends only for 13 weeks throughout the summer. A unique feature of the presentations will be the opening of the Glen Art Garden directly behind the theatre. During intermissions, patrons will be served lemonade free and will be entertained by a live musical reprise of songs heard that evening. For the opening performance, June 17-19, the garden was graced by the colorful oil paintings of Dorothy Schmitt. . . . Harry Unterfort, division manager for Schine Theatres, with offices in Gloversville, N.Y., was in Buffalo for conferences with Joe Garvey on current and coming attractions at the Granada, now showing "Dr. Zhivago." . . . Sajid Kann, 13-year-old boy from India, was in Buffalo to aid in the promotion of "Maya," MGM's forthcoming release. Paul L. Wall, manager of the local MGM exchange, assisted by Ed Meade, arranged a full time interview schedule. . . . The Circle Art Theatre's fourth annual summer film festival, which will last three months, began with a week of seven films by Federico Fellini and Michelangelo Antonioni. Most of the evenings are double bills. Then there is a week of four films from the self-styled underground cinema. The festival continues through Sept. 21. The Circle Art is operated by Fred Keller. . . . A new, highly light sensitive film has been used by the Rochester Police Bureau on an experimental basis for organized crime surveillance. The film, developed by Eastman Kodak Co. and first made available a year ago, is designed for work in low-light situations. . . . Joseph Szell, longtime manager, Regent, Rochester, has quit the theatre business for the retail world, directing warehousing operations for the E. W. Edwards store in Kodak Town. . . . Across the border in Hamilton, Ont., The Hamilton Spectator, in cooperation with the Odeon Theatres, Ltd. (Palace and Capitol), put on their eighth annual "Golden Age" theatre party. There was over three hours of live entertainment plus a special preview showing of MGM's "The Glass Bottom Boat." Admission was free to senior citizens with admission tickets, distributed by the theatres and the newspaper.

## CHARLOTTE

A report condemning "ungodly radio and television programs, indecent literature and entertainment" was adopted by the Western

## Restored Mary Anderson Marks First Anniversary

LOUISVILLE, KY.—The Mary Anderson Theatre observes its first anniversary this month as one of the most beautiful theatres in the Tri-State area. Its owners, Mid-States Theatres, Cincinnati, last year restored the 75-year-old house to its former elegance, playing on a first-run policy, and during the year, 303,091 patrons were entertained, a 2,500 average per month.

"Lt. Robin Crusoe, U.S.N." opens the theatre's second year June 29 playing to an invited audience, preceded by a lavish parade and topped off with a Mid-States' champagne party.

The preceding day, Mid-States was to play host to Louisville personalities at a cocktail party aboard "La Belle of Louisville," which with Cincinnati's "Delta Queen" are the last of the old sidewheelers to sail the Ohio River.

North Carolina Conference of the Pentecostal Holiness Church at its annual meeting in Durham, N.C. The report was submitted by the conference's Christian Morals Committee.

## CHICAGO

Mrs. Gordon Holland, president, Better Films Council of Chicagoland, lectured before Unity Center of Christianity, sponsored by Women of Unity. The title of her talk was "Why A Better Films Council," wherein she discussed the need to produce better films. The sponsoring group is designed to promote the upgrading of motion pictures and to eliminate objectionable material. . . . Cinestage con-

cluded its midwest premiere showing of "John F. Kennedy: Years of Lightning, Day of Drums." . . . A twin drive-in in Wheeling township has been announced by the M and R Amusement Company, owners of a group of theatres in Chicago and suburbs. . . . McVicker's reopens Oct. 31 as a legitimate theatre with "Half a Sixpence." Its last film showing was "My Fair Lady." . . . American premiere of "Modesty Blaise" opens at Woods on July 1.

## CINCINNATI

Al Kolkmeier, Universal branch manager, is recovering from a pinched nerve at Our Lady of Mercy Hospital. . . . Mary Carnes, National Theatre Supply office manager, is improving from heart surgery at Good Samaritan Hospital. . . . Jack Armstrong is new owner of LaRoy, Portsmouth, O., formerly owned by Warners. . . . Bennett Goldstein, Interstate Theatre services' manager, is booking and buying for New Columbia, Portsmouth, O., Artie Argeros, manager; Cinderella Theatre, Williamson, W. Va., and the drive-in at Goody, Ky., both owned by Hyman Banks. . . . Eulla Clemens is doing her own booking and buying for the Open-Air Drive-In, Beckley, W. Va. . . . Sajid Khan, young Hindu film star, was in to promote "Maya" which opens in area next month. . . . "The Russians Are Coming The Russians Are Coming" is a sure-fire hit if laughter and applause is a criterion. The film was previewed at Times Towne Cinema before a jam-packed house. The "Russians Are Coming" follows "A Thousand Clowns," currently playing at the Times. . . . Bookings for "Ten Commandments" in Tri-State drive-ins are quite numerous after the film's very successful engagement at the Oakley Drive-In here, the film's first area drive-in engagement. . . . Also "Those Magnificent Men in their Flying Ma-

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chines" went over very well in four Columbus, O., drive-ins. "Paradise, Hawaiian Style" had a good run at Circle 25, Lexington, Ky., its first area engagement.

## COLUMBUS, O.

Mrs. H. C. Weaver, Columbus, has been named state chairman for motion pictures for the Ohio Federation of Women's Clubs. Mrs. Weaver is calling a meeting of the motion picture committee for Aug. 17 in Columbus. She formerly was president of the Columbus and Franklin County Motion Picture Council. . . . The Hudson, North Side neighborhood theatre, is closed for remodeling. . . . RKO Palace ended its five weeks' run of "Harper" and brought in "A Big Hand For The Little Lady." . . . Charles Sugarman, operator of Cinema East, announced summertime bookings of "The Lady L," "How To Steal a Million," and "The Glass Bottom Boat," in addition to the current run of "The Russians Are Coming, The Russians Are Coming." . . . RKO Palace held a sneak preview of "A Big Hand For The Little Lady." . . . "Born Free" is proving to be one of the biggest boxoffice attractions in many months at the Bexley and World.

## DALLAS

Joe Levine, producer of "Nevada Smith," has cancelled his scheduled visit to Dallas and Fort Worth because of a "pressing personal matter." . . . Guy Stockwell, who plays the title role in "Beau Geste," was in Dallas on a promotional visit in behalf of the film. Also here was French Legionnaire Henryk Szerek. They were joined by Andrew G. Sontai, former member of the French Foreign Legion, now a Dallas resident, who also appears in a role in the film. The film is scheduled to open at Cinema Big Town, Cinema I at NorthPark, and Texas in mid-August. . . . Phil R. Isley, president of Phil Isley Theatres of Dallas, has purchased the Co-Ed D-I from J. B. Rubin at Denton, Tex. Ed V. Green, president, Texas Theatre Service, will be film buyer and booker. An extensive repair and remodeling program has been started of the entire concessions area, refurbishing rest rooms, landscaping and lighting the exterior, installing electronic playground equipment, paving the ramps, and incorporating a newly designed screen and three tone amplified stereophonic speaker system. Two roads will be constructed to make the d-i more accessible to the public. Cost of the improvements is estimated at \$85,000. . . . Don DeLuise, who appears in "The Glass Bottom Boat," was scheduled to visit the city on a promotional tour in behalf of the film. . . . All secretaries will be invited to the weekday showings of "The Wild Affair" at the Festival for the price of \$1. The secretaries will be admitted at the reduced ticket price upon identification as secretaries, such as letters from the boss. . . . "The Black Cat," Dallas-made film by Falcon International Productions, is said to be doing well in engagements in the north and east. It is scheduled for a multiple opening here in September. Patrick Sims is producer of the film, which was directed by Harold Hoffman. . . . The Rebel Twin D-I, Carrollton, was opened by Rowley United Theatres and will present stereo sound called "Minicast," which is a low frequency broadcast that the patron can tune in on his car radio or any portable radio. With the regular speaker system, sound is created in stereo. Those cars without car radios may use the conventional car speakers available. . . . L. F. McNally, manager, Wilshire, was seeking pilots of World War I as his guests at the opening of "The Blue Max" on June 28. The film began a road show en-



WOMPI leaders Anne Dillon, international vice-president, and Mary Hart, Jacksonville WOMPI president, serve Tom Sawyer and Vernon Carr, Florida State Theatres' executives, at the recent WOMPI Founders' Day luncheon celebrating the group's 13th anniversary in Jacksonville, Fla.

gagement on that date. . . . Services were held here for Louis A. Fulenwider, formerly employed by Paramount Pictures and Republic Pictures. . . . Joan Hughes, British test pilot who flew some of the aircraft in "The Blue Max," was scheduled to visit Dallas on a promotional tour in behalf of the film. Miss Hughes also appeared in "Those Magnificent Men in Their Flying Machines." . . . "Khartoum" opens on June 29 at the Capri. The film will have 14 performances weekly. . . . As a promotion for the showing of "Tarzan in the Valley of Gold" at the Heights, there is an individual dressed in a Tarzan costume with a live lion appearing at the theatre. . . . Jan Walters won a screening party sponsored by radio station KBOX. All her friends attended the special screening of "Hold On" starring Herman and the Hermits. . . . The Westwood, Richardson, celebrated its first anniversary serving cake and ice cream to all patrons. Richardson Mayor Herb Ryan has proclaimed the week as Westwood Anniversary Week.

## DES MOINES

Construction of "twin" motion picture theatres to be housed in one building is underway at Eastgate shopping center in northeast Des Moines. R. L. Davis is president of Eastgate Cinema, Inc., which will operate the theatres, and his son, Rodney Davis, will be manager of the two houses. The theatres will be known at Eastgate Cinema I and Eastgate Cinema II and will seat 309 and 462 patrons. Cost of the complex, expected to be completed by Oct. 1, has been placed at \$350,000. . . . Dick Delgado has joined the booking staff at the Universal exchange in Des Moines. . . . Lila Gilman has taken over as biller at United Artists, while Jackie Barclay is the new booker's clerk at MGM exchange. . . . Ed Williamson, Warner Bros. district manager, was in Des Moines from Dallas, and John Dugan, United Artists manager, was in Saranac, N. Y., for the dedication of the Abe Montague Memorial Library there. . . . Warner Brothers has moved its headquarters in Des Moines to the Hawkeye-Security building. . . . International WOMPI president, Viola Wister, Charlotte, was in Des Moines recently making arrangements for the national convention scheduled here Sept. 30-Oct. 2. . . . Winifred Hile has joined Paramount exchange as Omaha booker. . . . Des Moines Variety Tent 15 will have a charity premiere July 21 with "Who's Afraid of Virginia Woolf." Des Moines Tent 15 also had a Variety Club zoo caravan, using both of the Sunshine coaches and a score of private autos

to take some 100 handicapped kids to the new Des Moines children's zoo.

## DETROIT

Newspapers were lavish with the ink on the subject of former Detroit Larry Rosen, who visited his family here. The 29-year-old producer of the Mike Douglas Show received special attention inasmuch as Detroit is the guinea pig for one hour each week when reruns of special segments from his daily afternoon show are shown on prime time, 10:00 p.m., Monday evenings on WJBK-TV. Indications are other cities will follow Detroit. Larry's father, Ben, is vice-president of ABC-Consolidated Corp.'s Confection Cabinet Division. . . . Fred P. Sweet, managing director, Telenews, married the former Madelyn Gold. The wedding took place at Temple Israel followed by luncheon at the Kingsley Inn. They honeymooned in Toronto. Mrs. Alfred E. Berger, widow of the late Telenews executive, flew in from New York to attend. Sweet is a board member of Michigan Allied and Variety Club of Detroit, Tent 5. On his return, he will become Michigan correspondent for MOTION PICTURE EXHIBITOR.

## HOUSTON

Former movie star Charles (Buddy) Rogers, husband of Mary Pickford, spent a weekend in Houston. . . . Skip Bradley, local actor, makes his movie debut in "This Property Is Condemned," currently being shown at Loew's State. . . . Slim Pickens, seen as the stage coach driver in "Stagecoach," was in on a promotional visit in behalf of the film, currently being shown at the Majestic. . . . "Arabesque" has been booked for July 1 opening at the Cinema I and II at Meyerland, Gulfgate, and Northline Shopping Centers. . . . Anna Maria Alberghetti has arrived for rehearsals. She will be seen in "Carnival" at the new Houston Music Theatre opening June 21. . . . Guy Stockwell, who has the title role in "Beau Geste," was to arrive in Houston June 26 on a promotional visit in behalf of the film, which will not be seen in Houston until the fall. . . . "And Now Miguel" was to open at a number of suburban theatres on June 26. . . . Robert Wise and Steve McQueen arrived to shoot several scenes at the San Jacinto Battlegrounds, the site of the battleship Texas, which will appear in "The Sand Pebbles." . . . Comedian Don DeLuise, who appears in "The Glass Bottom Boat" with Doris Day, arrives here on June 29 on a promotional visit in behalf of the film. . . . The Memorial, Memorial Shopping Center, opened with "Nevada Smith" as the main attraction, sharing the honors of the first run opening with Cinema I and Cinema II. Built by Stanley Warner Corp., the Memorial seats 1,450. It is called by officials of Stanley Warner "the largest and most costly theatre built in Houston in the last 20 years." It has 18,000 square feet of space, and the adjacent parking lot will accommodate 4,000 cars. Taking the elegant approach, the Memorial will sell tickets at a walnut desk in the foyer. A rain fountain, which will be dramatically lit at night, is being installed in the mall outside the outer lobby. The screen can be quickly changed to fit any of the picture sizes now in use—35 mm, and 70 mm, and other wide screen processes. The Memorial expects to book pictures in conjunction with Cinema I and II. After "Nevada Smith," it will offer "A Fine Madness" and the new version of "Beau Geste." . . . In conjunction with the showing of "Nevada Smith" at Gulfgate, Meyerland and Northline Cinemas and the newly opened Memorial, the Houston Post is conducting a



contest. Each week for four weeks there will appear in the amusement section two pictures, each of a star who plays in "Nevada Smith." All the contestant need do is to identify the star and write the name of the film from which the picture was taken. On one of the entry blanks, the contestant is also to complete the statement, "I'd like to see the film 'Nevada Smith' and win the free trip to Las Vegas because . . ." The first prize winner will win an all expense trip to Las Vegas. The first 300 entries received during the contest will receive tickets for two to see a special preview showing of the film.

## JACKSONVILLE

Full-scale summertime operation of Sunny Acres Park for Handicapped Children is scheduled to begin on June 27 and extend through Aug. 5, according to a report on the park issued by Charles King, local AIP manager and president of the Motion Picture Charity Club. Sunny Acres is a joint project by the MPCC and the Duval County Recreation Department. . . . Dave Roper, independent booker, carried off the top prize of a \$100 savings bond at a June 17 drawing held in the office of Charles King, AIP branch manager. Conducting the drawing was Mrs. Mary Hart, WOMPI president, assisted by Don Weidick, AIP salesman, and Leonard Adams, AIP booker. Winner of a second-place and \$75 bond was Freida Goldberg, booker for Wometco Enterprises of Miami. Marvin Skinner, Florida State Theatres booker, latched onto the \$50 third prize, and Walter Powell, Kent Theatres executive, captured fourth prize money of \$25. . . . Belton Clark, Warner Bros. booker, went into an Army camp for two weeks of reserve training. . . . The local Universal branch, managed by W. A. "Bill" McClure, led all company branch offices in drive calendars during the June period of a current six-months booking drive. . . . IATSE Local B-67, representing Film Row offices, has scheduled an election to fill two offices at the George Washington Hotel on July 6. Nominated for president are Nadina T. Eddinger and Dorothy J. McCaleb, and nominated for secretary-treasurer are Philomena Eckert, Rosa L. Martin, and Sandra E. Summerlin. . . . An unusual setting for a weekly motion picture program is a film screening building at Hobeau Farms near Ocala. Hobeau is a leading Florida center for the raising and training of blooded race horses, and motion pictures are employed in recording and observing the progress of horses during training. The owners of the farm, which employs more than 100 persons, has secured the cooperation of MCM Theatres in booking a weekly screen program for the enjoyment of its personnel.

## KANSAS CITY

Durwood Theatres reopened its Academy Theatre June 17 after being closed for about three weeks for remodeling and refurbishing. A major change in the theatre has been the re-designing of the seat ramps so as to elevate the greater portion of the 136 seats. It also was extensively redecorated during the refurbishing project. M. Robert Goodfriend, Durwood general manager, said the theatre will continue its policy of showing substantial commercial releases or art films on the first downtown engagement. The reopener was "Thunderball." The Academy is located in the upper lounge of the Empire Theatre, one of two intimate theatres which the circuit now operates in downtown Kansas City.

## MEMPHIS

At the Strand, Millington, a suburban community built up around a Navy base, an unused storage room on the second floor rear of the house has been turned into a home away from home by Mr. and Mrs. Sidney E. Jolly, managers of the house. The house is owned by a group headed by Leon Rountree, who have theatres in Holly Springs and Water Valley, Miss. During the past year, it has been renovated and new sound equipment installed. At one time, the two room apartment of Sidney and Eva Jolly was used as the "blower room" for the attic fans. Floor, ceiling, and walls of the area were covered with tar paper, and the windows were boarded and covered with tin. Jolly did much of the work in remodeling. He painted the one brick wall with sandlewood, and put bleached mahogany paneling on the remaining three walls. The headboard for the bed, a bedside table, and a corner linen closet in the bathroom are examples of his craftsmanship. In the tiny, triangular bathroom, all fixtures are comparable to the compactness of a mobile home. Wall-to-wall brown, pink, and white tweed carpeting is used through the two rooms. To reach their apartment, Mr. and Mrs. Jolly have a stairway behind the screen, which can be reached from the back entrance or the exit in the theatre seating area. Mr. and Mrs. Jolly retain their home in Memphis. . . . The opening night for "Doctor Zhivago" at Crosstown was for the benefit of Little City of the Mid-South, a day school for mentally handicapped children. A near-sellout netted approximately \$3,000 for the school. . . . A. L. Stout is the new branch manager for Paramount here. He succeeds Wayland Lillard, who is now branch manager in Charlotte. Stout comes to Memphis from 14 months at the Paramount branch in Charlotte. . . . Arguments are being heard in Memphis courts from attorneys for the Strand and state's attorneys on whether the temporary injunction against showing the film "Mondo Freudo" should be made permanent. The temporary injunction was granted in May on a petition of the attorney general's office after complaints by citizens that the film was obscene. The injunction restrained the Strand from showing not only "Mondo

Freudo" but also any "adult only" films. Later, the injunction was modified to apply only to "Mondo Freudo." . . . Ford Theatre, Rector, Ark., closed after the last playdate of June 27, and Tupelo, Tupelo, Miss., closed on May 7. . . . Better Films Council board members were guests of Metro-Goldwyn-Mayer for a special sneak preview of "The Glass Bottom Boat" at the Plaza. Miss Josephine Allensworth, new president of the Council, presided over a board meeting at which plans were outlined for the summer and early fall. The September Council meeting will have a program centered around the movie, "The Bible," which has its premiere in New York on Sept. 28. Miss Allensworth announced plans for the June 28 general meeting at Trinity Methodist Fellowship Hall. Those attending the board meeting were given brochures on "Born Free," which opened at the Memphian and the Avon, West Memphis, Ark., simultaneously. The organization voted to collect costume jewelry during the summer as a charity project for Goodwill Industries.

## NEW HAVEN-HARTFORD

This could start a fine industry trend: Alfred Alperin's Meadows Drive-In, Hartford, ads for Warner Bros.' "A Big Hand for the Little Lady" carried the line, "In SUPERIOR Theatre Color!" . . . Joseph Miklos, Stanley Warner district manager, arranged for ticket sales to MGM's "Doctor Zhivago," playing the Strand, Hartford, at the College, Storrs; State, Manchester; Strand, New Britain; and Bristol, Bristol. . . . Bernie Youngstein, UA home office exploitation department huddled with Mannie Friedman, Cinarama Theatre, Hartford, on June 29 "Khartoum" premiere. . . . The June 29 "Born Free" opening at currently-being-remodeled Eastwood, East Hartford (to be known as Cinema One), will benefit the Hartford Times Farm for Underprivileged Children. . . . Lou Rogow, partner in the Pine Drive-In, Waterbury, was honored for service to the State of Israel at the Hartford B'nai B'rith "Shower of Stars" program featuring comic Henny Youngman. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatres Associates, independent Connecticut circuit, has been

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elected a director of the Arts Council of Greater New Haven. . . . Four independent Connecticut theatres have suspended or curtailed operations temporarily. The Colonial, Southington, and Rialto, Windsor Locks, have shuttered until September. They are owned and operated by the Southington Colonial Corporation and the Windsor Locks Rialto Corporation, respectively. The Lucca family-operated, subsequent-run Lyric, Hartford, has dropped Monday through Thursday performances until early fall. The John Scanlon III-operated Strand, Winsted, has dropped Monday and Thursday showings. . . . Connecticut's two long-running "Sound of Music" engagements—at the Perakos Elm, Hartford, and Stanley Warner Cinemart, New Haven—planned to mark start of second year of the 20th-Fox musical with appropriate cake-cutting ceremonies June 22, to be attended by local officialdom. . . . The Art Cinema, Chicopee, Mass., has changed its name to the Chicopee Cinema. . . . RKO General, owner-operator of WHCT-TV (channel 18), Hartford, home base for America's sole on-the-air

subscription television experiment, is hosting a Fourth Anniversary Reception for STV at the Hotel America here June 29. Channel 18's subscription roster has passed the 6,100 mark.

## NEW ORLEANS

Robert M. Corbit, head of Paramount Gulf Theatres' division of advertising and publicity, was guest speaker at the WOMPI dinner and installation of officers at Delmonico Restaurant. . . . A party was held recently in honor of the WOMPI Holman Center volunteers hosted by Mrs. David Scanlon, director of the Center's programming, at her Drolla Park home. A swimming party was held for the Holman Center girls at the country club pool. . . . Dorothy Dittman, Motion Picture Advertising Service, is taking a five-week European vacation tour. . . . Among the WOMPIs who have chalked up perfect attendance at the club's monthly meetings held during the past calendar year are Betty Browne, Shirley Eagan, Lee Nickolaus, Marie Saucier, Agnes Schindler, Lillian Sherrick, Doris Stevens, and Claire Rita Stone. . . . The Bell, corner of Gentilly Boulevard and Grand Route St. John, in a densely populated neighborhood section of New Orleans, was completely destroyed by fire recently on a Saturday morning. Fortunately, there was no one in the theatre as the fire occurred several hours before opening for the kiddie matinee show which generally attracted an all seats filled crowd of youngsters. . . . Mrs. C. McCrory reopened the Thomasville, Ala., theatre, which had been closed for several weeks. . . . Chief barker Don Kay and Mrs. Connie Aufdemorte, president, Ladies' Variety, performed the ribbon cutting ceremony at the opening of Tent 45's new clubrooms over the Andrew Jackson Restaurant in the French Quarter. . . . James H. Nicholson, president, American International Pictures, and his wife, actress Susan Hart, were in for the screening of AIP's "The Wild Angels" at 20th Century-Fox screening room. He was interviewed by representatives of the communication media. They came here from Atlanta, and their next stop on a tour of distributing centers was Dallas.

## PHILADELPHIA

Variety Club Tent 13 held a chief barkers' luncheon at the Bellevue-Stratford Hotel yesterday. The Tent will hold a kickoff dinner on Old Newsboys' Day at the Bellevue-Stratford Hotel on August 1. Old Newsboys' Day this year will be on Sept. 30; and the annual golf tournament and dinner dance will be at the Green Valley Country Club on Oct. 7. . . . Atlantic City's Harry Waxman was reported hospitalized after a heart attack. . . .

Stephen George, booker for Universal in Kansas City, for the past 19 months, has been promoted to the post of salesman in the Philadelphia exchange. He joined the company in November, 1964, as a student booker and was promoted to booker the following November. . . . Jerry Lewis was in on his national tour ballying Columbia's "Three On A Couch," which had a multiple opening in area theatres. He appeared on the Mike Douglas TV show and made other radio, tv and press interviews.

## SAN ANTONIO

Lizabeth Scott, Hollywood film star, was a visitor in San Antonio. . . . The Alameda was the site of the third radio station KCOR talent show with Cesar Camacho as master of ceremonies. A full hour, 7:30 to 8:30 p.m., was broadcast by remote control from the stage of the Alameda. . . . The latest Elvis Presley film, "Paradise-Hawaiian Style," was given a multiple opening for a first run showing at seven d-i's. . . . Ted Waggoner, manager of Cinema I and II, North Star Mall, will have a special boxoffice policy during the engagement of "Nevada Smith." The boxoffice will open at 11:30 a.m. with the first showing of the film at 12 noon. There will be no advance in admission for the showing, and there will be five showings daily. . . . Alan Krueger, manager, Laurel, has announced that the San Antonio premiere of "The Blue Max" on June 29 at the Laurel at 8 p.m. will be a benefit performance for the Alamo Cadet Squadron of the Civil Air Patrol. Proceeds will be used to send the Alamo Cadet Squadron drill team to the national drill team competition and to purchase aerospace education booklets and uniforms for the cadets. The film opens a reserved seat roadshow engagement at the Laurel.

## SEATTLE

"Khartoum" was premiered at Martin Cinema in a Variety Club benefit to aid the Children's Orthopedic Hospital. Proceeds from the \$10 admission went to the Heart Clinic. . . . All dads over 60 were admitted free on Father's Day at the Varsity Theatre, where "Tokyo Olympiad" was in its ninth and final week. . . . A free public showing of the British film, "Traffic In Towns," was screened in the Public Safety Building, sponsored by the Seattle Planning Department. . . . Films on space rendezvous, "Gemini VI and VII," are being featured with the award-winning German documentary nature film, "Galapagos Islands" at the Pacific Science Center. . . . The United Artists local exchange is participating in the "United Artists Weeks" drive June 26 through July 9.

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## THE NEW YORK SCENE (Continued from page 13)

number of pictures mainly for television. It's just that he wants to proceed at a more cautious pace.

Fazio, a veteran of some 20 years in acting, producing, and directing abroad and now involved in distribution here, told us he wants to operate in both the art house and regular theatre areas. Eventually, he hopes to produce his own pictures in the U.S.

Meanwhile, he has a load of product made abroad, much of it in English, some of which is not suited to extensive theatrical payoff. These will be channeled directly to television. Others will provide his company with at least seven feature releases this year, three of which ("She Beast," "The Embalmer," and "Mandragola") are already playing off. The former are doing well in the south, while the latter, though condemned by the National Catholic Office for Motion Pictures, has been winding up with impressive grosses at the Cinema Rendezvous. He's considering bringing over star Rosanna Schiaffino to call added attention to the film and attend other openings throughout the country. Women, he claimed, like "Mandragola" and Schiaffino, perhaps sympathizing with all she has to go through on screen.

Other Fazio presentations upcoming are an espionage package, "Agent Sigma III" and "Secret Code: Kill Muller," as well as a spoof on James Bond, "Our Man Marcus, BC 7." All are in English, color, and scope.



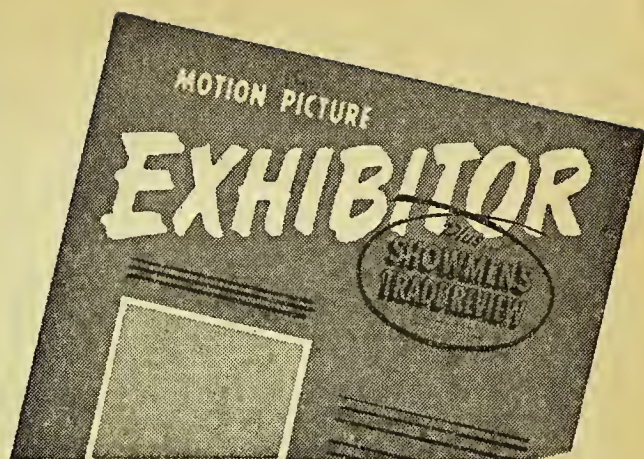
# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JUNE 29, 1966

SECTION TWO  
VOL. 75, No. 21

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

|             |                  |              |                 |
|-------------|------------------|--------------|-----------------|
| C—Comedy    | COMP—Compilation | MD—Melodrama | NOV—Novelty     |
| CAR—Cartoon | D—Drama          | MU—Musical   | TRAV—Travelogue |
|             | DOC—Documentary  | W—Western    |                 |

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

|                 |                  |                |                |
|-----------------|------------------|----------------|----------------|
| CN—Cinerama     | DS—Dyaliscope    | PC—Pathe Color | TE—Technirama  |
| CS—CinemaScope  | EC—Eastman Color | PV—Panavision  | TS—Techniscope |
| DC—Deluxe Color | MC—MetroColor    | RE—Reissue     | VV—VistaVision |
|                 |                  | TC—Technicolor | C—Other Color  |

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 **BLOOD AND BLACK LACE**—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller  
—Woolner Brothers
- 6513 **CITY OF FEAR**—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made abroad
- 6516 **CURSE OF THE VOODOO**—D—77m.—Bryant Haliday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English made
- 6514 **DESERT RAVEN, THE**—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 **EL CID**—D—181m.—(STE; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure should ride high—Filmed in Spain—Reissue
- 6412 **ESCAPE BY NIGHT**—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay programmer—English-made
- 6511 **FINGER ON THE TRIGGER**—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—Actionful western—Made in Spain
- 6517 **FRANKENSTEIN MEETS THE SPACE MONSTER**—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Exploitable science fiction dualler
- 6510 **GUNMEN OF THE RIO GRANDE**—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain
- 6535 **HUMAN DUPLICATORS, THE**—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)—Okay horror meller for duallers—Woolner Bros.
- 6602 **LEATHER BOYS, THE**—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of English teen-agers—English-made
- 6603 **LEMONADE JOE**—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments—European-made; dubbed in English
- 6606 **MOONWOLF**—MD—85m.—Carl Moehner, Ann Savo—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 **MUTINY IN OUTER SPACE**—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction meller—Woolner Bros.
- 6507 **OPERATION C.I.A.**—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed in Thailand
- 6604 **PARTY'S OVER, THE**—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama is intermittently interesting—English-made
- 6413 **RACING FEVER**—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for program
- 6504 **TAFFY AND THE JUNGLE HUNTER**—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333 (10-20-65)—Okay jungle adventure good for kids, and family audiences
- TERROR IN THE CITY**—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry

#### COMING

**AMERICAN WIFE, AN**—(C)—Rhonda Fleming, Juliet Prowse

**DISK-O-TEK HOLIDAY**—(C)—Freddy & The Dreamers

**MAGIC WEAVER, THE**—(C)—Fairy Tale

**NIGHTMARE CASTLE**—Barbara Steele

**OH! THOSE MOST SECRET AGENTS**—Franco and Cicco

**ONCE UPON AN ISLAND**—(C)—Hans Peterson, Chita Norby

**ONE MAN AND ONE WOMAN**—(C)—Anouk Aimee, Jean-Louis Trintignant—French-made

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 **BIG T.N.T. SHOW, THE**—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good bet for teens
- 6522 **BLOOD BATH**—MD—69m.—William Campbell, Marissa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 **DR. GOLDFOOT AND THE BIKINI MACHINE**—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—5349 (12-1-65)—Exploitable programmer should do okay as part of show
- 6512 **DIE, MONSTER, DIE**—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful horror epic
- 6601 **DIRTY GAME, THE**—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Annie Girardot—5393 (4-27-66)—Interesting espionage thriller—Filmed abroad
- 6511 **ECCO**—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational—Italian-made; English narration
- 6605 **FIREBALL 500**—MDM—91m.—(PV; PC)—Frankie Avalon, Annette Funicello, Fabian—5413 (6-22-66)—Racing car thrills for teen-agers
- 6604 **GHOST IN THE INVISIBLE BIKINI**—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Karloff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- 6609 **GIRL GETTERS, THE**—D—93m.—Oliver Reed, Jane Merrow—5398 (5-11-66)—Well-made tale of resort romances—English-made
- 6603 **GREAT SPY CHASE, THE**—CMD—87m.—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cute spoof of spies in action—Filmed abroad; dubbed in English
- 6509 **HOW TO STUFF A WILD BIKINI**—CC—93m.—(PV; PC)—Annette Funicello, Dwayne Hickman, Brian Donlevy—5301 (7-21-65)—Another wild entry for younger set
- KING AND COUNTRY**—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English-Landau
- 6615 **LA DOLCE VITA**—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue
- 6513 **PLANET OF THE VAMPIRES**—MD—86m.—(CS, C)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful science fiction entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- After The Fox . . . . . UA
- Agent 83 1/4 . . . . . A3 Cont.
- Agent for H-A-R-M . . . . . B U
- Agony And The Ecstasy, The . . . . A2 Fox
- Alfie . . . . . Par.
- Alice In Wonderland In Paris . . . A1 Misc.
- All Men Are Apes . . . . . Misc.
- All The Way (The Joker Is Wild) -Re. . . . . B Para.
- Alphabet Murders, The . . . . . A2 MGM
- Alphaville . . . . . A3 For.
- Alvarez Kelly . . . . . Col.
- Ambush Bay . . . . . UA
- American Dream, An . . . . . WB
- American Wife, An . . . . . AA
- And Now Miguel . . . . . A1 U

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



• Any Wednesday ..... WB  
 Apache Gold ..... A1 Col.  
 Apache Uprising ..... A2 Par.  
 Arabesque ..... A3 U  
 Arizona Raiders, The ..... A2 Col.  
 Around the World Under the  
 Sea ..... A1 MGM  
 Assault On A Queen ..... A2 Par.

## B

Ballad of Love, A ..... For.  
 Bambi-Re. .... A1 BV  
 • Bang You're Dead ..... AIP  
 Band of Outsiders ..... For.  
 • Batman ..... Fox  
 Battle of the Bulge ..... A1 WB  
 Beach Ball ..... B Par.  
 • Beardless Warriors, The ..... U  
 Bellboy, The-Re. .... A2 Par.  
 • Beau Geste ..... U  
 Bedford Incident, The ..... A2 Col.  
 • Bible, The ..... Fox  
 Big T.N.T. Show, The ..... A2 A1  
 Big Hand for the Little Lady, A ..... A2 WB  
 • Biggest Bundle of Them All, The ..... MGM  
 Billie ..... A1 UA  
 Billy The Kid Vs Dracula ..... A1 EMB  
 • Birds Do It ..... Col.  
 Blindfold ..... A2 U  
 Blood And Black Lace ..... B AA  
 Blood Bath ..... A1  
 • Blow-Up, The ..... MGM  
 Blue Max, The ..... Fox  
 Boeing-Boeing ..... B Par.  
 Born Free ..... A1 Col.  
 Boy Cried Murder, The ..... A2 U  
 Boy, Did I Get A Wrong Number ..... A3 UA  
 Breakfast at Tiffany's-Re ..... A3 Par.  
 Bremen Town Musicians, The .. A1 FOR  
 Brides of Dracula, The-Re. .... A2 U  
 Brigand of Kandahar, The ..... A2 Col.  
 • Bullwhip Griffin ..... BV  
 Bunny Lake Is Missing ..... A3 Col.

## C

• Caprice ..... Fox  
 Carry On Cleo ..... For.  
 Casanova '70 ..... B Emb.  
 • Casino Royale ..... Col.  
 Cast A Giant Shadow ..... A3 UA  
 • Cat, The ..... A1 EMB  
 Cavern, The ..... A2 Fox  
 • Chamber Of Horrors ..... WB  
 Chase, The ..... A3 Col.  
 Cinerama's Russian Adventure .. A1 Misc.  
 Cincinnati Kid, The ..... B MGM  
 City of Fear ..... B AA  
 Cloportes ..... C For.  
 Clouds Over Israel ..... For.  
 Coast of Skeletons ..... A2 For.  
 Come Blow Your Horn-Re. .... A3 Para.  
 • Comedy Man, The ..... Cont.  
 Contest Girl ..... Cont.  
 • Covenant With Death, A ..... WB  
 • Convict Stage ..... A2 Fox  
 • Countess From Hong Kong, A ..... U  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Voodoo ..... B AA

## D

• Dangerous Days of Kiowa Jones .. MGM  
 Dark Intruder ..... A2 U  
 Darling ..... A4 Emb.  
 • Daydreamer, The ..... Emb.  
 • Deadlier Than The Male ..... U  
 • Deadly Affair, The ..... Col.  
 • Deadly Bees, The ..... Par.  
 Dear John ..... C For.  
 Desert Raven, The ..... B AA  
 Devils of Darkness ..... B Fox  
 • Devil's Own, The ..... Fox  
 Die, Monster, Die ..... A2 A-1  
 • Dirty Dozen, The ..... MGM  
 Dirty Game, The ..... A3 A1  
 • Disk-O-Tek Holiday ..... AA  
 • Divorce American Style ..... Col.  
 • Dollar Ahead, A ..... UA  
 Do Not Disturb ..... A3 Fox  
 Dr. Goldfoot And The Bikini  
 Machine ..... A2 A1  
 • Dr. Goldfoot and the Love Bombs .. AIP  
 Dr. Who and the Daleks ..... Cont.  
 Doctor Zhivago ..... A2 MGM  
 Don't Worry, We'll Think Of A  
 Title ..... A1 UA  
 Dracula-Prince of Darkness ..... A2 Fox  
 Duel At Diablo ..... UA

## E

Ecco ..... A1  
 EL CID-Re ..... A1 AA  
 • El Dorado ..... Par.  
 • El Greco ..... Fox  
 • Eli Kotch ..... Col.  
 Endless Summer, The ..... Misc.  
 Enough Rope ..... For.  
 • Enter Laughing ..... Col.  
 Escape By Night ..... A2 AA  
 Evening with The Royal Ballet, An .. For.  
 • Every Day Is A Holiday ..... Col.  
 Eye for An Eye, An ..... Emb.

6521 **QUEEN OF BLOOD**—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting science fiction horror entry  
**SANDS OF BEERSHEBA**—D—90m.—Diane Baker, David Opatoshu, Tom Bell—5405 (5-25-66)—Good adventure entry with topical twist—Filmed in Israel—Landau-Unger  
 6516 **SECRET AGENT FIREBALL**—MD—89m.—(Widescope; C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—Fast moving spy meller for duallers—Filmed abroad; dubbed in English  
 6510 **SERGEANT DEADHEAD**—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help  
 6515 **SPY IN YOUR EYE**—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller for the duallers—Italian-made; dubbed in English  
 6505 **SWINGERS' PARADISE**—C—83m.—(TC; TS)—Ciff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made

## TO BE REVIEWED

**BANG YOU'RE DEAD**—(C; S)—Tony Randall, Terry Thomas  
**DR. GOLDFOOT AND THE LOVE BOMBS**—(WS; C)—Vincent Price, Fabian  
**FRANKENSTEIN CONQUERS THE WORLD**—Nick Adams  
**MACABRO**—Narrated by Marvin Miller  
**TARZAN AND THE VALLEY OF GOLD**—(PV; C)—Mike Henry, Nancy Kovack  
**TOKYO OLYMPIAD**—(C; S)—Documentary  
**WAR—ITALIAN STYLE**—Buster Keaton  
**WHAT'S UP TIGER LILY?**—(C; S)—Woody Allen  
**WILD ANGELS, THE**—(PV; C)—Peter Fonda, Nancy Sinatra

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

**BAMBI**—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue  
**LT. ROBIN CRUSOE, U.S.N.**—C—115m.—(TC)—Dick Van Dyke, Nancy Kwan—5409 (6-8-66)—Disney, Van Dyke special should draw family audience  
**MONKEY'S UNCLE, THE**—C—87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy  
**THAT DARN CAT**—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family  
**UGLY DACHSHUND, THE**—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from Disney

## TO BE REVIEWED

**BULLWHIP GRIFFIN**—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
**FIGHTING PRINCE OF DONEGAL, THE**—(TC)—Peter McEnery, Susan Hampshire—English-made  
**FOLLOW ME, BOYS**—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles  
**GNOMOBILE, THE**—Walter Brennan, Tom Lowell  
**HAPPIEST MILLIONAIRE, THE**—(TC)—Fred MacMurray, Tommy Steele, Greer Garson  
**JUNGLE BOOK, THE**—(TC)—Cartoon Feature  
**MONKEYS GO HOME**—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones  
**WILLIE AND THE YANK**—Nick Adams, Jack Ging, Peggy Lipton

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

65025 **APACHE GOLD**—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English  
 66006 **ARIZONA RAIDERS**—W—88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added  
 66013 **BEDFORD INCIDENT, THE**—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark, poignant drama can be sold on many counts  
 66008 **BRIGAND OF KANDAHAR, THE**—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay programmer—English made  
 66010 **BUNNY LAKE IS MISSING**—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exercise in tension and suspense holds interest—Made in England  
 66028 **BORN FREE**—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the family  
 66019 **CHASE, THE**—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama  
 66005 **GREAT SIOUX MASSACRE, THE**—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer  
 66030 **GUNS OF NAVARONE, THE**—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)—High rating adventure yarn—Reissue  
 66007 **HARVEY MIDDLEMAN, FIREMAN**—C—75m.—(C)—Gene Troobnick, Hermione Gingold—5301 (7-21-65)—Simple, amusing offering has satiric bite  
 66017 **HEROES OF TELEMAR, THE**—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsen—5349 (12-1-65)—Action packed war adventure should have wide appeal  
 66015 **KING RAT**—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's  
 66022 **LIFE AT THE TOP**—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At The Top"—English-made—(Royal Films Int.)  
 66052 **LITTLE ONES, THE**—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made  
 67001 **LOST COMMAND**—MD—129m.—(PV; C)—Anthony Quinn, Alain Delon, Michele Morgan—5405 (5-25-66)—Interesting action entry—Filmed abroad  
 66012 **MAGIC WORLD OF TOPO GICIO, THE**—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)—For the fry—Filmed in Italy; English language  
 66009 **MICKY ONE**—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention  
**MYSTERY OF THUC ISLAND**—MD—96m.—(C)—Guy Madison, Inge Schoner, Peter Van Eyck—5413 (6-22-66)—For lower half—Italian-made  
 66029 **RIDE BEYOND VENCEANCE**—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—Superior adventure drama could be a real sleeper  
 66022 **SILENCERS, THE**—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-spy entry should be big crowd pleaser  
 66024 **STUDY IN TERROR, A**—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sherlock Holmes vs Jack The Ripper fine for mystery fans—English-made  
 66018 **THAT MAN IN ISTANBUL**—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-fast spoof on secret agents will delight audiences—Filmed abroad  
 65027 **THESE ARE THE DAMNED**—D—77m.—(Hammerscope)—Macdonald Carey, Shirley Anne Field, Viveca Lindfors—5301 (7-21-65)—Adequate supporting fare—English-made  
 66011 **TREASURE OF SILVER LAKE**—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad  
**THREE ON A COUCH**—C—109m.—(PC)—Jerry Lewis, Janet Leigh—5409 (6-8-66)—Jerry Lewis is back  
 66027 **TROUBLE WITH ANGELS, THE**—C—112m.—(PC)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—Fine film for the family with star names to help  
 66014 **WINTER A-GO-GO**—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen set  
 66016 **YOU MUST BE JOKING**—C—100m.—Michael Callan, Lionel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import—English-made

## COMING

**ALVAREZ KELLY**—(PV; C)—William Holden, Richard Widmark, Janice Rule  
**BIRDS DO IT**—(C)—Soupy Sales, Tab Hunter, Doris Dowling  
**CASINO ROYALE**—(PV; C)—Peter Sellers, David Niven, Ursula Andress  
**DEADLY AFFAIR, THE**—(C)—James Mason, Simone Signoret, Maximilian Schell  
**DIVORCE AMERICAN STYLE**—(C)—Dick Van Dyke, Debbie Reynolds, Jason Robards  
**ELI KOTCH**—(C)—James Coburn, Camilla Sparv, Aldo Ray  
**ENTER LAUGHING**—(C)—Jose Ferrer, Shelley Winters  
**EVERY DAY IS A HOLIDAY**—(C)—Marisol, Angel Peralta—Spanish-made  
**FRONTIER HELLCAT**—(CS; C)—Elke Sommer, Stewart Granger  
**GEORGY GIRL**—James Mason, Lynn Redgrave—English-made  
**IT'S WHAT'S HAPPENING**—(PV; C)—Anthony Quinn, Martha Hyer  
**KISS THE GIRLS AND MAKE THEM DIE**—(C)—Michael Connors, Dorothy Provine  
**LAST OF THE RENEGADES**—(CS; C)—Lex Barker  
**LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE**—(S; C)—Japanese-Made Feature Cartoon  
**LONG RIDE HOME, THE**—(PV; C)—Glenn Ford, George Hamilton, Inger Stevens  
**MAN CALLED FLINTSTONE, THE**—(C)—Cartoon Feature  
**MAN FOR ALL SEASONS, A**—(C)—Paul Scofield, Wendy Hiller—English-made  
**MIDSUMMER NIGHT'S DREAM, A**—(PV; C)—New York City Ballet Company  
**NIGHT OF THE GENERALS, THE**—(PV; C)—Peter O'Toole, Omar Sharif  
**PROFESSIONALS, THE**—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale  
**RAGE, THE**—(TC)—Glenn Ford Stella Stevens  
**TAMING OF THE SHREW, THE**—(PV; C)—Richard Burton, Elizabeth Taylor  
**TO SIR, WITH LOVE**—(C)—Sidney Poitier, Suzy Kendall—English-made



TRAITOR'S GATE—Gary Raymond, Catherina VonSchell—English-made  
WALK, DON'T RUN—(C)—Cary Grant, Samantha Eggar, Jim Hutton  
WHO'S MINDING THE MINT?—Jim Hutton, Dorothy Provine, Milton Berle  
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

AGENT 834—C—98m.—(C)—Dirk Bogarde, Sylva Koscina—5301 (7-21-65)—Amusing espionage entry—English-made  
CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made  
DR. WHO AND THE DALEKS—MD—85m.—(TC; TS)—Peter Cushing, Roy Castle—5405 (5-25-66)—Well made import could trigger popular series—English-made  
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—Study of the modern world's Stone age people—Foreign-made  
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English  
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—Effective, simple religious offering for selective audiences—Italian-made; English titles  
GULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C) Produced by Hiroshi Okawa—5398 (5-11-66)—Good for kiddies and family trade—Japanese-made; English dialogue  
GYPSY GIRL—D—102m.—(C)—Hayley Mills, Ian McShane—5413 (6-22-66)—Effective art house entry—English-made  
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-13-66)—Moderately interesting import—French-made; English titles  
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art spots—Japanese-made; English titles  
McGUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-made meller may have heavy going in U.S.—English-made  
RAILROAD MAN, THE—D—105m.—Pietro Germi, Luisa Della Noce, Sylva Koscina—5339 (10-20-65)—Fine Import—Italian-made; English titles  
TIME OF INDIFFERENCE—D—84m.—Rod Stelger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language  
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made  
WALK IN THE SHADOW—D—93m.—Michael Craig, Janet Munro, Patrick McGeehan—5373 (2-16-66)—Effective drama—English-made

### COMING

COMEDY MAN, THE—Kenneth More, Cecil Parker  
OMICRON—Renato Salvatori  
LOLLIPOP COVER—Don Gordon  
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made  
WORLD'S GREATEST SWINDLES—International Cast

## EMBASSY

- 604 BILLY THE KID VS DRACULA—W—72m.—(PC)—Chuck Courtney, John Carradine, Melinda Plowman—5409 (6-8-66)—Novel western is exploitable  
509 CASANOVA '70—C—113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style  
511 DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made  
610 EYE FOR AN EYE, AN—W—92m.—(PC)—Robert Lansing, Slim Pickens, Gloria Talbott—5409 (6-8-66)—Okay western for the program  
512 GIT!—D—92m.—(TC)—Jack Chaplain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences  
505 ITALIANO BRAVA GENTE—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—Filmed abroad; English titles  
605 JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—W—82m.—(PC)—John Lupton, Cal Bolder, Narda Onyx—5410 (6-8-66)—Novel western is exploitable  
651 JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC.—87m.—(Partly in color)—Narrated by Gregory Peck—5385 (3-30-66)  
504 LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English  
MAIN CHANCE, THE—MD—60m.—Gregoire Aslan, Tracy Reed, Edward De Souza—5413 (6-22-66)—Fair for supporting slot—English-made  
602 OSCAR, THE—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good, adult drama of a Hollywood heel  
601 2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)—Spoof of spies offers cute entertainment—English-made  
514 10TH VICTIM, THE—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat Import offers different kind of entertainment—Italian-made; English titles and dialogue  
513 VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

### COMING

CAT, THE—(WS; C)—Dwayne Redland, Peggy Ann Gardner  
DAYDREAMER, THE—(Live Action and Animagic)—Jack Gilford  
IDOL, THE—Jennifer Jones, John Leyton—English-Made  
JACK FROST—(C)—Natalya Sedikh—Soviet-made  
MAN CALLED ADAM, A—Sammy Davis, Jr., Louis Armstrong, Ossie Davis  
MAD MONSTER PARTY—(Animagic) Boris Karloff  
O.S.S. 119 MISSION FOR A KILLER—(CS)—Frederick Stafford—French-made  
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer  
PISTOL FOR RINGO—(C)—Montgomery Wood—Italian-made  
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch  
ROMEO AND JULIET—(C)—Margot Fonteyn, Rudolf Nureyev—English-made  
SECRET OF MAGIC ISLAND, THE—(C)—All Animal Cast—French-made  
SHOOT LOUDER. I DON'T UNDERSTAND—(C)—Marcello Mastroianni—Italian-made  
SPY WITH A COLD NOSE—Lawrence Harvey, Daliah Lavi, Lionel Jeffries  
TERRORNAUTS, THE—(C)—Simon Oates, Zena Marshall  
THIRD BEST SECRET AGENT, THE—(C)—Tom Adams—English-made  
TRAMPLERS, THE—(CS; EC)—Gordon Scott, Joseph Cotten  
WACKY WORLD OF MOTHER GOOSE—(PC)—Fairy Tale

## MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6607 ALPHABET MURDERS, THE—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-it for the program—English-made  
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest  
6505 CINCINNATI KID, THE—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme  
DOCTOR ZHIVAGO—D—197m.—(PV; MC)—Omar Sharif, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High rating entertainment—Filmed abroad  
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—Entertaining comedy romance  
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parsy—5325 (9-22-65)—Neat adventure Import—French-made; English titles  
6606 HARUM SCARUM—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof helped by Presley draw  
6609 HILL, THE—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grlm drama of life in a military prison—English-made  
6618 HOLD ON—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's Hermits  
LADY L—C—107m.—(PV; EC)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has angles and names  
6608 LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs  
6603 LOVED ONE, THE—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences  
6613 MADE IN PARIS—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertaining tale of romance, high fashion  
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audiences and children—Made in India

## F

Face of Fu Manchu, The ..... Al For.  
● Fantastic Voyage ..... Fox  
● Fantomas ..... Al For.  
● Fahrenheit 451 ..... U  
● Faster Pussycat, Kill, Kill ..... Misc.  
● Father Of A Soldier ..... For.  
● Fiendish Ghoul, The ..... For.  
● 52 Miles To Terror ..... MGM  
● Fighting Prince of Donegal, The .. BV  
● Fine Madness, A ..... B WB  
● Finger On the Trigger ..... AA  
● Fireball 500 ..... AIP  
● Flame and the Fire ..... A4 Cont.  
● Flight Of The Phoenix, The ..... A1 Fox  
● Follow Me, Boys ..... BV  
● Fortune Cookie, The ..... UA  
● Frankenstein Conquers The World .. AIP  
● Frankenstein Meets the Space Monsters ..... AA  
● Frankie and Johnny ..... A2 UA  
● Friends of the Family ..... A3 For.  
● Frontier Hellcat ..... Col.  
● Funeral In Berlin ..... Par.  
● Funny Thing Happened On the Way To The Forum, A ..... UA

## G

● Gambit ..... U  
● Georgy Girl ..... Col.  
● Ghidra, The Three-Headed Monster ..... A2 Cont.  
● Ghost and Mr. Chicken, The ..... A1 U  
● Ghost In the Invisible Bikini ..... Al  
● Girl Getters, The ..... A3 Al  
● Gitl ..... A1 EMB  
● Glass Bottom Boat, The ..... A2 MGM  
● Glory Guys, The ..... A2 UA  
● Gnomobile, The ..... BV  
● Gospel According To St. Matthew ..... A1 Cont.  
● Grand Prix ..... MGM  
● Great Sioux Massacre, The ..... A2 Col.  
● Great Spy Chase, The ..... A3 Al  
● Greed In The Sun ..... A3 MGM  
● Group, The ..... B UA  
● Gulliver's Travels Beyond the Moon Cont.  
● Gunfight In Abilene ..... U  
● Gunmen Of The Rio Grande ..... AA  
● Gunpoint ..... A1 U  
● Guns of Navarone, The-Re. .... Al Col.  
● Gypsy Girl ..... Cont.

## H

Hamlet ..... UA  
Hansel and Gretel ..... Al For.  
● Happiest Millionaire, The ..... BV  
● Harper ..... A3 WB  
● Harum Scarum ..... A2 MGM  
● Harvey Middleman, Fireman .... A2 Col.  
● Having A Wild Weekend ..... A3 WB  
● Hawaii ..... UA  
● Help! ..... A1 UA  
● Hercules Against the Moon Men ... For.  
● Heroes Of Telemark ..... A2 Col.  
● Hill, The ..... A4 MGM  
● Hold On! ..... A1 MGM  
● Hombre ..... Fox  
● Honey Pot, The ..... UA  
● Horrors Of Spider Island ..... Misc.  
● Hotel ..... WB  
● Hotel Paradiso ..... MGM  
● Hours Of Love, The ..... For.  
● How Not To Rob A Department Store ..... For.  
● How To Steal A Million ..... Fox  
● How To Stuff A Wild Bikini .... B A-1  
● How To Succeed In Business Without Really Trying ..... UA  
● Human Duplicators ..... AA  
● Hurry Sundown ..... Par.

## I

● Idol, The ..... A3 Emb.  
● Incident At Phantom Hill, The ..... A1 U  
● Inside Daisy Clover ..... A3 WB  
● Is Paris Burning? ..... Par.  
● Italian Brava Gente ..... A3 EMB  
● It's What's Happening ..... Col.

## J

● Jack Frost ..... EMB  
● Jesse James Meets Frankenstein's Daughter ..... A2 Emb.  
● John F. Kennedy: Years of Lightning, Day of Drums ... A1 Emb.  
● Johnny Nobody ..... A2 For.  
● Johnny Reno ..... A2 Par.  
● Johnny Tiger ..... A3 U  
● Judex ..... A2 Cont.



Judith ..... A2 Par.  
Juliet of the Spirits ..... A4 For.  
●Jungle Book, The ..... BV

## K

●Kaleidoscope ..... WB  
Khartoum ..... UA  
Kid Rodelo ..... A2 Par.  
King And Country ..... A3 AIP  
King Kong Vs Godzilla-Re. .... A1 U  
●King of Hearts, The ..... UA  
King Rat ..... A3 Col.  
●Kiss the Girls and Make Them Die..Col.  
Knockout ..... Misc.  
Kwaidan ..... A2 Cont.

## L

La Boheme ..... A2 WB  
La Dolca Vita-Re ..... A4 AIP  
Lady L ..... B MGM  
La Fuga ..... C For.  
Las Vegas Hillbillies ..... A1 Misc.  
●Last of the Renegades ..... Col.  
Last of the Secret Agents, The .. B Par.  
Laurel and Hardy's Laughing 20's  
AI MGM  
Leather Boys, The ..... A3 AA  
Lemonade Joe ..... AA  
●Let's Kill Uncle ..... A2 U  
Lt. Robin Crusoe, U.S.N. .... BV  
Life At The Top ..... A4 Col.  
Life Upside Down ..... For.  
●Liquidator, The ..... A3 MGM  
Little Nuns, The ..... A1 Emb.  
Little Ones, The ..... A2 Col.  
●Little Prince And The  
Eight-Headed Dragon, The ..... Col.  
Living It Up-Re ..... A1 Par.  
Lollipop ..... For.  
●Lollipop Cover ..... A2 Cont.  
●Long Ride Home, The ..... Col.  
Lord Love A Duck ..... A4 UA  
Lost Command, The ..... A3 Col.  
Love And Kisses ..... A2 U  
Love In Four Dimensions ..... C For.  
Loved One, The ..... B MGM

## M

●Macabro ..... AIP  
Mad Executioners, The ..... A2 Par.  
●Mad Monster Party ..... EMB  
Madame X ..... A3 U  
Made In Paris ..... A3 MGM  
●Magic Weaver, The ..... A1 AA  
Magic World of Topo Gigio, The A1 Col.  
Main Chance, The ..... Emb.  
Male Companion ..... A3 For.  
●Man Called Adam, A ..... Emb.  
●Man Called Flintstone, The ..... Col.  
Man Could Get Killed, A ..... A2 U  
●Man For All Seasons, A ..... Col.  
Mandrakula ..... C For.  
●Marco, The Magnificent ..... MGM  
Marriage On The Rocks ..... B WB  
●Matchless ..... UA  
Maya ..... A1 MGM  
McGuire, Go Home ..... Cont.  
Merry Wives of Windsor, The .. A2 For.  
Mickey One ..... A3 Col.  
●Midsummer Night's Dream, A ..... Col.  
●Mister Buddwing ..... A3 MGM  
Modesty Blaise ..... A3 Fox  
Moment to Moment ..... A3 U  
●Monkeys Go Home ..... BV  
Monkey's Uncle, The ..... A1 BV  
Money Trap, The ..... B MGM  
Moonwolf ..... AA  
Morgan ..... A3 For.  
Morituri (The Saboteur) ..... A3 Fox  
Mozambique ..... B For.  
Munster Go Home ..... U  
●Murder Game, The ..... Fox  
Murder in Mississippi ..... Misc.  
Murieta ..... A1 WB  
Mutiny In Outer Space ..... AA  
Mv Fair Lady ..... A1 WB  
Mystery of Thug Island, The ... A2 Col.

## N

Naked Prey, The ..... A3 Par.  
●Namu, The Killer Whale ..... UA  
Nanny, The ..... A3 Fox  
Nevada Smith ..... A3 Par.  
Never Too Late ..... A3 WB  
●Night of the Generals, The ..... Col.  
Night of The Grizzly ..... A1 Par.  
●Nightmare Castle ..... AA  
North By Northwest-Re ..... A3 MGM  
●Not With My Wife, You Don't .... WB

## O

●Oh Dad, Poor Dad, Mama's  
Hung You In the Closet and  
I'm Feeling So Sad ..... Par.

6612 **MONEY TRAP, THE**—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—  
Fine cast boosts taut drama of crooked cops  
6619 **NORTH BY NORTHWEST**—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High  
rating, entertaining Hitchcock entry—Reissue  
6602 **ONCE A THIEF**—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a  
loser  
6616 **PATCH OF BLUE, A**—105m.—(PV)—Sidney Poitier, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with  
exquisite taste and sure to please discriminating audiences  
6604 **SECRET OF MY SUCCESS, THE**—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)  
—Cute comedy—Filmed abroad  
6623 **SECRET SEVEN, THE**—MD—94m.—(TS; EC)—Tony Russel, Helga Line—5394 (4-27-66)—Plenty of action for the  
program—Italian-made  
6511 **SEVEN WOMEN**—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission  
trouble in China has angles and interest  
6617 **SINGING NUN, THE**—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)  
—Warm, tuneful combination of religion and music  
6621 **SON OF A GUNFIGHTER**—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)  
—Satisfactory western meller for the action program  
6620 **SPY WITH MY FACE, THE**—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—  
Video hero in action on big screen  
6622 **TIKO AND THE SHARK**—NOV.—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type  
audiences; art houses—Filmed in French Polynesia  
6624 **TO TRAP A SPY**—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends  
upon tv's "Man From U.N.C.L.E." popularity  
6615 **WHERE THE SPIES ARE**—MD—110m.—(PV; MC)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adven-  
ture thriller—Filmed abroad  
6610 **WHEN THE BOYS MEET THE GIRLS**—MU—110m.—(PV; MC)—Connie Francis, Harve Pressnell, Herman's Hermits—  
5351 (12-1-65)—Lightweight musical with appeal for younger set

## COMING

**BIGGEST BUNDLE OF THEM ALL, THE**—(PV; C)—Robert Wagner, Raquel Welch  
**BLOW-UP, THE**—(C)—Vanessa Redgrave, David Hemmings—English-made  
**DANGEROUS DAYS OF KIWIA JONES**—Robert Horton, Diane Baker, Sal Mineo  
**DIRTY DOZEN, THE**—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker  
**52 MILES TO TERROR**—Dana Andrews, Jeanne Crain  
**GRAND PRIX**—(C)—James Garner, Yves Montand  
**HOTEL PARADISO**—(PV; C)—Alec Guinness, Gina Lollobrigida  
**LIQUIDATOR, THE**—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
**MARCO, THE MAGNIFICENT**—Omar Shariff, Orson Welles  
**MISTER BUDDWING**—James Garner, Jean Simmons, Suzanne Pleshette  
**PENELOPE**—(PV; MC)—Natalie Wood, Dick Shawn, Peter Falk  
**RETURN OF THE GUNFIGHTER**—(WS; C)—Robert Taylor, Anna Martin  
**SPINOUT**—(MC; PV)—Elvis Presley  
13—Deborah Kerr, David Niven  
**THIS WAY OUT, PLEASE**—(PV; MC)—Sandra Dee, George Hamilton, Celeste Holm  
**THREE BITES OF THE APPLE**—(PV; C)—David McCallum, Sylva Koscina  
**2001—A SPACE ODYSSEY**—(SP; C)—Gary Lockwood, Keir Dullea  
**25TH HOUR, THE**—(C)—Anthony Quinn, Virna Lisi  
**VAMPIRE KILLERS, THE**—(C)—Sharon Tate, Jack MacGowran  
**VENETIAN AFFAIR, THE**—(MC; PV)—Robert Vaughn, Elke Sommer

## PARAMOUNT

### DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 **ALL THE WAY (THE JOKER IS WILD)**—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394 (4-27-66)—Joe  
E. Lewis biography is entertaining—Reissue  
6519 **APACHE UPRISING**—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western  
bolstered by cast of old friends  
**ASSAULT ON A QUEEN**—MD—106m.—(TC; PV)—Frank Sinatra, Virna Lisi, Tony Franciosa—5414 (6-22-66)—Entry  
has angles that can sell well  
6515 **BEACH BALL**—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5530 (10-6-65)—Okay entry for teen set  
R6529 **BELLBOY, THE**—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue  
6508 **BOEING, BOEING**—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers In  
turious frolic about sex.  
R6505 **BREAKFAST AT TIFFANY'S**—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of so-  
phisticated entry is best for big city spots  
R6535 **COME BLOW YOUR HORN**—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very  
funny comedy should roll to top returns—Reissue  
6523 **JOHNNY RENO**—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has  
"names to help"  
6520 **JUDITH**—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of  
early days of Israel and some of its people—Filmed in Israel  
6518 **KID RODELO**—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama  
okay for program—Filmed abroad  
6527 **LAST OF THE SECRET AGENTS, THE?**—C—90m.—(TC)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—  
Generally amusing comedy  
R6502 **LIVING IT UP**—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy  
reissue  
6516 **MAD EXECUTIONERS, THE**—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to  
carry lower half—Foreign-made dubbed in English  
6525 **NAKED PREY, THE**—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry con-  
tains fine photography; plenty of action  
6532 **NEVADA SMITH**—W—128m.—(PV; C)—Steve McQueen, Karl Malden, Suzanne Pleshette—5410 (6-8-66)—Good  
western has names and action  
6526 **NIGHT OF THE GRIZZLY, THE**—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-  
66)—Good adventure film  
R6537 **ONE-EYED JACKS**—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive  
western—Reissue  
6531 **PARADISE, HAWAIIAN STYLE**—MU—91m.—(TC)—Elvis Presley, Suzanna Leigh—5410 (6-8-66)—Presley sings  
again  
R6501 **PARDNERS**—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western  
spoof has names, laughs and music  
6504 **PROMISE HER ANYTHING**—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany  
way-out farce with appeal for young adults—English-made  
6530 **PSYCHOPATH, THE**—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interest-  
ing thriller—Filmed abroad  
6507 **RED LINE 7000**—MD—110m.—(TC)—Gail Hire, James Ward—5343 (11-3-65)—Auto race grinder offers kcks for  
teens, immature adults  
6510 **REVENGE OF THE GLADIATORS**—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for  
program—Filmed abroad; dubbed in English  
R6506 **SABRINA**—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue  
6514 **SANDS OF THE KALAHARI**—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (11-3-65)  
—Effective drama of human savagery in the struggle for survival—Made in Africa  
6511 **SEVEN SLAVES AGAINST THE WORLD**—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids  
and action fans—Italian-made; dubbed in English  
R6522 **SHANE**—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor clas-  
sic—Reissue  
6503 **SITUATION HOPELESS—BUT NOT SERIOUS**—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330  
(10-6-65)—Entertaining entry—Filmed abroad  
6513 **SKULL, THE**—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed  
abroad  
6517 **SLENDER THREAD, THE**—D—98m.—Sidney Poitier, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller  
Very good big scale western  
6509 **SPY WHO CAME IN FROM THE COLD, THE**—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interest-  
ing filmization of best seller—Filmed abroad  
R6524 **TEN COMMANDMENTS, THE**—D—219m.—(VV; TC)—Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—  
One of the top entertainments of all time—Reissue  
**THIS PROPERTY IS CONDEMNED**—D—110m.—(TC)—Natalie Wood, Robert Redford, Kate Reid—5414 (6-22-66)—  
Steamy Tennessee Williams story of the south  
6512 **TOWN TAMER**—W—89m.—(TC; TS)—Dana Andrews, Terry Moore, Pat O'Brien—5302 (7-21-65)—Okay western  
R6528 **VISIT TO A SMALL PLANET**—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue

## COMING

**ALFIE**—(TS; TC)—Michael Caine, Shelley Winters—English-made  
**DEADLY BEES, THE**—(TC)—Suzanne Leigh, Frank Finlay—English-made



**ELDORADO**—(TC)—John Wayne, Robert Mitchum, Michele Carey  
**FUNERAL IN BERLIN**—(C)—Michael Caine, Eva Renzi  
**HURRY SUNDOWN**—Michael Caine, Jane Fonda  
**IS PARIS BURNING?**—(PV)—Kirk Douglas, Leslie Caron  
**OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD**—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters  
**RED TOMAHAWK**—(TC)—Howard Keel, Joan Caulfield  
**SECONDS**—Rock Hudson, Salome Jens  
**SPIRIT IS WILLING, THE**—(TC)—Sid Caesar, Vera Miles, Cass Daley  
**SWINGER, THE**—(TC)—Tony Franciosa, Ann-Margaret  
**WACO**—(TC)—Howard Keel, Jane Russell  
**WARNING SHOT**—(TC)—David Janssen, Eleanor Parker  
**VULTURE, THE**—(TC)—Robert Hutton, Broderick Crawford, Diane Clare  
**YOU JUST KILL ME**—(PV)—Tony Curtis, Rosanna Schiaffino

## 20TH CENTURY-FOX

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 **AGONY AND THE ECSTASY, THE**—D—123m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works  
**BLUE MAX, THE**—D—156m.—(CS; DC)—George Peppard, James Mason, Ursula Andress—5414 (6-22-66)—Highly interesting adventure  
527 **CAVERN, THE**—D—83m.—John Saxon, Brian Aherne, Roseanna Schiaffino—5346 (11-17-65)—Fair war programmer—Filmed abroad  
517 **CURSE OF THE FLY, THE**—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made  
518 **DEVILS OF DARKNESS**—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad  
530 **DO NOT DISTURB**—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner  
604 **DRACULA—PRINCE OF DARKNESS**—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made  
602 **FLIGHT OF THE PHOENIX, THE**—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama  
611 **MODESTY BLAISE**—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made  
520 **MORITURI (THE SABOTEUR)**—D—123m.—Marlon Brando, Yul Brynner, Janet Margolin—5302 (7-21-65)—Tense drama of adventure and intrigue on a doomed ship  
**MURDER GAME, THE**—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made  
526 **NANNY, THE**—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made  
601 **OUR MAN FLINT**—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines  
605 **PLAGUE OF THE ZOMBIES, THE**—MD\*—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made  
608 **RASPUTIN—THE MAD MONK**—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made  
609 **REPTILE, THE**—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made  
529 **RETURN OF MR. MOTO, THE**—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry  
523 **REWARD, THE**—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimeux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama  
**SABOTEUR, THE**—See Morituri  
555 **SOUND OF MUSIC, THE**—MU—174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
528 **SPACEFLIGHT IC-1**—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England  
**STAGECOACH**—OD—114m.—(CS; DC)—Ann-Margret, Red Buttons, Michael Connors—5406 (5-25-66)—Interesting, off-times absorbing western  
**WEEKEND AT DUNKIRK**—D—101m.—(Franscope; DC)—Jean-Paul Belmondo, Catherine Spaak—5406 (5-25-66)—Okay import—Filmed abroad; dubbed in English

### COMING

**BATMAN**—(WS; C)—Adam West, Burt Ward, Cesar Romero  
**BIBLE, THE**—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston  
**CAPRICE**—(CS; DC)—Doris Day, Richard Harris, Ray Walston  
**CONVICT STAGE**—Harry Lauter, Donald Barry  
**DEVIL'S OWN, THE**—(WS; C)—Joan Fontaine, Alec McGowen—English-made  
**EL GRECO**—(C)—Mel Ferrer, Rosanna Schiaffino  
**FANTASTIC VOYAGE**—(CS; DC)—Stephen Boyd, Edmond O'Brien  
**HOMBRE**—(PV; C)—Paul Newman, Diane Cilento  
**HOW TO STEAL A MILLION**—(PV; DC)—Audrey Hepburn, Peter O'Toole, Charles Boyer  
**ONE MILLION YEARS B. C.**—(CS; DC)—John Richardson, Raquel Welch  
**PREHISTORIC WOMEN**—(CS; C)—Martine Beswick, Michael Latimer—English-made  
**SAND PEBBLES, THE**—(Todd-AO; DC)—Steven McQueen, Candice Bergen, Richard Attenborough  
**SMOKY**—(C)—Fess Parker, Diana Hyland  
**TWO FOR THE ROAD**—(C)—Audrey Hepburn, Albert Finney  
**VIKING QUEEN, THE**—(WS; C)—Carita, Don Murray  
**WAY, WAY OUT**—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw  
6611 **BOY, DID I GET A WRONG NUMBER**—C—99m.—(DC)—Bob Hope, Elke Sommer, Phyllis Diller—5411 (6-8-66)—Moderately amusing nonsense in the Hope style—Small  
6606 **CAST A GIANT SHADOW**—MD—136m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action  
6608 **DON'T WORRY, WE'LL THINK OF A TITLE**—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-66)—Comedy will have to depend on names—Schenck  
6609 **DUEL AT DIABLO**—W—103m.—(DC)—James Garner, Sidney Poitier, Bibi Andersson—5406 (5-25-66)—Effective action entry of cavalry vs Apaches  
6605 **FRANKIE AND JOHNNY**—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small  
6511 **GLORY GUYS, THE**—CD—112m.—(PV; DC)—Tom Tryon, Harve Presnell, Senta Berger—5302 (7-21-65)—Lively outdoor yarn about Indian fighters—Levy-Gardner-Laven  
6604 **GROUP, THE**—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman  
6607 **HAMLET**—D—148m.—Innokenti Smoktunovskiy—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles  
6513 **HELPI!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad  
6610 **KHARTOUM**—AD—134m.—(TC; Ultra-PV)—Charlton Heston, Laurence Olivier—5415 (6-22-66)—Interesting, well-made screen adventure on giant scale—Filmed abroad  
6602 **LORD LOVE A DUCK**—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston  
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch  
6515 **RETURN FROM THE ASHES**—D—105m.—(PV)—Maxmillian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-20-65)—Intriguing drama—Filmed abroad—Mirisch  
6612 **RUSSIANS ARE COMING, THE RUSSIANS ARE COMING, THE**—C—126m.—(PV; DC)—Carl Reiner, Eva Marie Saint, Alan Arkin—5407 (5-25-66)—A very funny film  
6601 **THOUSAND CLOWNS, A**—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of state play—Harrell  
6517 **THUNDERBALL**—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman  
6603 **VIVA MARIA**—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs

### COMING

**AMBUSH BAY**—Hugh O'Brian, Mickey Rooney—Courageous  
**AFTER THE FOX**—(C)—Peter Sellers, Victor Mature—Montoro  
**DOLLAR A HEAD, A**—(EC; TS)—Burt Reynolds, Tanya Lopert

●Oh! Those Most Secret Agents AA  
●Omicron Cont.  
Once A Thief A3 MCM  
●Once Upon An Island AA  
One-Eyed Jacks-Re. A3 Para.  
●One Man And One Woman AA  
●One Million Years B. C. Fox  
Operation C.I.A. A2 AA  
Oscar, The B EMB  
Othello A2 WB  
●O.S.S. 117—Mission For A Killer EMB  
Our Man Flint B Fox  
Out of Sight A2 U

### P

●Pad, The A3 U  
Paradise, Hawaiian Style A1 Par.  
Pardners-Re A1 Par.  
Party's Over, The AA  
Patch of Blue, A A3 MCM  
●Penelope MGM  
●Picture Mommy Dead Emb.  
Pinocchio In Outer Space A1 U  
●Pistol For Ringo EMB  
●Place Called Glory, A EMB  
Plague of the Zombies, The A2 Fox  
Planet of the Vampires, The A2 A1  
Playground, The Misc.  
●Prehistoric Women Fox  
●Professionals, The Col.  
Promise Her Anything A3 Par.  
Psychopath, The A2 Par.  
Pussycat Alley For.

### Q

Queen of Blood A1 AI

### R

Racing Fever B AA  
●Rage, The Col.  
Rage To Live, A A3 UA  
Railroad Man, The A2 Cont.  
Rare Breed, The A1 U  
Ravagers, The For.  
Rasputin—The Mad Monk B Fox  
Red Line 7000 B Par.  
●Red Tomahawk Par.  
Reptile, The A2 Fox.  
Repulsion C For.  
Return From The Ashes A3 UA  
Return of Mr. Moto B Fox  
●Return Of The Gunfighter MGM  
●Return of the Seven UA  
Revenge of The Gladiators, The A2 Par.  
Reward, The A2 Fox  
Ride Beyond, Vengeance A3 Col.  
●River of Dollars, A UA  
●Romeo and Juliet EMB  
Rope of Flesh Misc.  
Russians Are Coming, The UA

### S

Saboteur, The (see Morituri) Fox  
Sabrina-Re B Par.  
●Sailor From Gibraltar UA  
●Sand Pebbles, The Fox  
Sands of Beersheba AIP  
Sandra For.  
Sands of The Kalahari A3 Par.  
2nd Best Secret Agent In The  
Whole Wide World A3 EMB  
●Seconds B Par.  
Secret Agent Fireball A2 Par.  
Secret Agent Super Dragon For.  
●Secret Of Magic Island Emb.  
Secret Of My Success, The A2 MCM  
Secret Seven, The A1 MCM  
Sergeant Deadhead A3 A1  
Seven Slaves Against The World A2 Par.  
Seven Women B MCM  
●Shakespeare Wallah A3 Cont.  
Shane-Re A2 Par.  
Shepherd Girl, The For.  
Shop on Main Street, The A3 For.  
●Shoot Louder, I Don't Understand EMB  
Silencers, The B Col.  
Singing Nun, The A1 MCM  
Situation Hopeless But  
Not Serious A2 Par.  
Skull, The A2 Par.  
Sleeping Beauty A1 For.  
Sleeping Beauty, The A1 For.  
Sleeping Car Murder, The B For.  
Slender Thread, The A2 Par.  
●Smoky Fox.  
Snow White A1 For.  
Son Of A Gunfighter A1 MCM  
Sound Of Music, The A1 Fox  
●Southwest To Sonora U  
Space Flight IC-1 B Fox  
●Spinout MCM  
●Splrit Is Willing, The Par.  
Spy In Your Eye A2 A1  
Spy Who Came In From The  
Cold, The A3 Par.



- Spy With A Cold Nose ..... EMB.
- Spy With My Face, The ..... B MGM
- Stagecoach ..... A2 Fox.
- Stop the World—I Want To  
Get Off ..... A3 WB
- Study In Terror, A ..... Col.
- Sucker, The ..... For.
- Swedish Wedding Night ..... C For.
- Swinger, The ..... Par.
- Swinger's Paradise ..... A1 A1

## T

- Tatty And The Jungle Hunter.. A1 UA
- Taming of the Shrew, The ..... Col.
- Tarzan and the Valley of Gold .. A1 AIP
- Take It All ..... C For.
- Ten Commandments, The-Re ... A1 Par.
- Ten Little Indians ..... A3 For.
- 10:30 P.M. SUMMER ..... UA
- Tenth Victim, The ..... B Emb.
- Terror In The City ..... A3 AA
- Terronauts, The ..... Emb.
- Texas Across The River ..... U
- That Darn Cat ..... A1 BV
- That Funny Feeling ..... A2 U
- That Man In Istanbul ..... A3 Col.
- These Are The Damned ..... A3 Col.
- Third Best Secret Agent, The .... Emb.
- 13 ..... MGM
- This Property Is Condemned .... B Par.
- This Way Out, Please ..... MGM
- Thoroughly Modern Mille ..... U
- Thousand Clowns, A ..... A3 UA
- Three Bites of the Apple ..... MGM
- Three On A Couch ..... Col.
- Thunderball ..... A3 UA
- Tiko and the Shark ..... A1 MGM
- Time Of Indifference ..... B Cont.
- To Sir, With Love ..... Col.
- To Trap A Spy ..... A3 MGM
- Tobruk ..... U
- Tokyo Olympiad ..... AIP
- Town Curtain ..... U
- Town Tamer ..... A2 Par.
- Traitor's Gate ..... Col.
- Trampers, The ..... Emb.
- Treasure Of Silver Lake ..... A1 Col.
- Triple Cross ..... WB
- Trouble With Angels, The ..... A1 Col.
- 2001—A Space Odyssey ..... MGM
- 25th Hour, The ..... MGM
- Two For The Road ..... Fox

## U

- Ugly Dachshund, The ..... A1 BV
- Underworld Informers ..... A2 Cont.
- Up To His Ears ..... For.

## V

- Vampire Killers, The ..... MGM
- Venetian Affair, The ..... MGM
- Viking Queen, The ..... Fox
- Village Of The Giants ..... B Emb.
- Visit To A Small Planet-Re. .... A2 Par.
- Viva Maria ..... B UA
- Vulture, The ..... A1 Par.

## W

- Waco ..... A2 Par.
- Wacky World of Mother Goose ... Emb.
- Walk, Don't Run ..... Col.
- Walk In The Shadow ..... A2 Cont.
- War Lord, The ..... A3 U
- War—Italian Style ..... AIP
- Warning Shot ..... Par.
- Way, Way Out ..... Fox
- Way West, The ..... UA
- Weekend At Dunklrk ..... A3 Fox
- Welrd, Wicked World ..... For.
- What Did You Do In The  
War, Daddy ..... UA
- What's Up Tiger Lilly? ..... AIP
- When The Boys Meet The Girls A3 MGM
- Where The Spies Are ..... A3 MGM
- Whisperers, The ..... UA
- Who's Afraid Of Virginia Woolf? .. WB
- Who Killed Teddy Bear? ..... B Misc.
- Who's Minding The Mint? ..... Col.
- W.I.A. (Wounded In Action) .... For.
- Wild Angels, The ..... AIP
- Wild On The Beach ..... A2 Fox
- Wild, Wild Winter ..... A2 U
- Willie and the Yank ..... BV
- Winter A-Go-Go ..... A2 Col.
- World's Greatest Swindles ..... Cont.
- Wrong, Box, The ..... Col.

## Y

- Year of the Horse, The ..... Misc.
- You Just Kill Me ..... Par.
- You Must Be Joking ..... A1 Col.
- Young World, A ..... C For.

**FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—**Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford  
**FORTUNE COOKIE, THE—**Jack Lemmon, Walter Matthau  
**HAWAII—(PV; C)—**Julie Andrews, Max Von Sydow—Mirisch  
**HONEY POT, THE—**Rex Harrison, Susan Hayward, Maggie Smith—Felman  
**HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING—(PV; DC)—**Robert Morse, Rudy Vallee—Mirisch  
**KING OF HEARTS, THE—(C)—**Alan Bates, Jean-Claude Brialy  
**MATCHLESS—**Patrick O'Neal, Ira Von Furstenberg—DeLaurentis  
**NAMU, THE KILLER WHALE—(C)—**Robert Lansing  
**RETURN OF THE SEVEN—(PV, EC)—**Yul Brynner, Robert Fuller—Mirisch  
**RIVER OF DOLLARS, A—(TS; TC)—**Tom Hunter, Henry Silva  
**SAILOR FROM GIBRALTAR—**Jeanne Moreau, Ian Bannen  
**10:30 P.M. SUMMER—**Melina Mercouri, Peter Finch—Woodfall  
**WAY WEST, THE—(C)—**Kirk Douglas, Robert Mitchum—Hecht  
**WHAT DID YOU DO IN THE WAR, DADDY?—(C)—**James Coburn, Dick Shawn—Mirisch  
**WHISPERERS, THE—**Dame Edith Evans, Eric Portman—Seven Pines

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6604 **AGENT FOR H.A.R.M.—**MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-9-66)—Fair programmer
- AND NOW MIGUEL—**D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry for youngsters and family trade
- ARABESQUE—**CD—105m.—(TC; PV)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-drama has potent cast—Made in England
- BLINDFOLD—**CMD—102m.—(PV; TC)—Rock Hudson, Claudia Cardinale, Jack Warden—5407 (5-25-66)—Entertaining entry mixes mystery and laughs
- 6606 **BOY CRIED MURDER, THE—**D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay programmer
- 6612 **BRIDES OF DRACULA, THE—**MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror entry—English-made; Reissue
- 6525 **DARK INTRUDER—**MD—59m.—Leslie Nielsen, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler
- 6609 **GHOST AND MR. CHICKEN, THE—**C—90m.—(TC; TS)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute programmer for family trade
- 6610 **GUNPOINT—**W—86m.—(TC)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western
- 6608 **JOHNNY TIGER—**D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for good program
- 6411 **KING KONG VS GODZILLA—**MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry for program—Japanese-made—Reissue
- 6527 **LOVE AND KISSES—**CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry with angles for teens
- 6605 **MADAME X—**D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is great for femmes
- 6607 **MAN COULD GET KILLED, A—**CMD—99m.—(TC; PV)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)—Top cast in romantic spy spoof—Filmed abroad
- 6601 **MOMENT TO MOMENT—**D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story with involvements could attract femmes
- MUNSTER, GO HOME—**C—96m.—(TC)—Fred Gwynne, Yvonne DeCarlo, Al Lewis—5415 (6-22-66)—Television based subject should find family and juvenile welcome in theatres
- OUT OF SIGHT—**CMU—90m.—(TC, TS)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401 (5-11-66)—Beach type rock 'n' roller for program
- 6528 **PINOCCHIO IN OUTER SPACE—**CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon fun entry for Xmas release
- 6603 **RARE BREED, THE—**D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and romance mixture offers adequate entertainment
- 6523 **THAT FUNNY FEELING—**C—93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing entry
- 6526 **WAR LORD, THE—**MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again
- 6602 **WILD, WILD WINTER—**CMU—80m.—(TC; TS)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for lower half

## COMING

**BEARDLESS WARRIORS, THE—(C)—**James Drury, Steve Carlson  
**BEAU GESTE—(TC; TS)—**Telly Savalas, Doug McClure, Leslie Nielsen  
**COUNTESS FROM HONG KONG, A—(TC)—**Marlon Brando, Sophia Loren  
**DEADLIER THAN THE MALE—(TC)—**Richard Johnson, Elke Sommer  
**FARENHEIT 451—(TC)—**Julie Christie, Oskar Werner  
**GAMBIT—(TC)—**Shirley MacLaine, Michael Caine  
**GUNFIGHT IN ABILENE—(TC)—**Bobby Darin, Emily Banks  
**INCIDENT AT PHANTOM HILL, THE—(TC; TS)—**Robert Fuller, Jocelyn Lane  
**LET'S KILL UNCLE—(TC)—**Nigel Green, Mary Badham  
**PAD, THE—(TS; TC)—**Brian Bedford, Julie Sommars  
**SOUTHWEST TO SONORA—(TS; TC)—**Marlon Brando, John Saxon  
**TEXAS ACROSS THE RIVER—(TC)—**Dean Martin, Alain Delon, Rosemary Forsyth  
**THOROUGHLY MODERN MILLIE—(TC)—**Julie Andrews, James Fox  
**TOBRUK—(TC)—**Rock Hudson, George Peppard, Nigel Green  
**TORN CURTAIN—(TC)—**Paul Newman, Julie Andrews

## WARNER BROS.

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 555 **BATTLE OF THE BULGE—**D—162m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan—5359 (12-29-65)—War film has angles
- 559 **BIG HAND FOR THE LITTLE LADY, A—**C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401 (5-11-66)—Highly entertaining comedy features virtuoso performances
- 560 **FINE MADNESS, A—**CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce will titillate mature audiences
- 557 **HARPER—**MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detective yarn
- 462 **HAVING A WILD WEEKEND—**C—91m.—Dave Clark Five—5302 (7-21-65)—Sell the Dave Clark Five—English-made
- 556 **INSIDE DAISY CLOVER—**D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment
- 578 **LA BOHEME—**OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and culture lovers—Filmed in Italy
- 552 **MARRIAGE ON THE ROCKS—**C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names
- 479 **MY FAIR LADY—**MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly impressive entertainment headed right for the top
- 554 **NEVER TOO LATE—**C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5334 (11-3-65)—Amusing filmization
- 551 **MURIETA—**W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hijinks in early California—Made in Spain
- 579 **OTHELLO—**D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shakespeare classic English-made
- 558 **STOP THE WORLD—I WANT TO GET OFF—**MU—98m.—(TC)—Tony Tanner, Millicent Martln—5391 (4-13-66)—Filmed stage musical for selective audiences—English-made

## COMING

**AMERICAN DREAM, AN—(TC, WS)—**Stuart Whitman, Janet Leigh, Eleanor Parker  
**ANY WEDNESDAY—(C)—**Jane Fonda, Jason Robards  
**CHAMBER OF HORRORS—(TC)—**Patrick O'Neal, Suzy Parker  
**COVENANT WITH DEATH, A—(C)—**George Maharis, Laura Devon  
**HOTEL—(TC)—**Rod Taylor, Catherine Spaak, Karl Malden  
**KALEIDOSCOPE—(WS; C)—**Warren Beatty, Susannah York—English-made  
**NOT WITH MY WIFE, YOU DON'T—(PV; TC)—**Tony Curtis, Virna Lisi  
**TRIPLE CROSS—**Christopher Plummer, Romy Schneider  
**WHO'S AFRAID OF VIRGINIA WOOLF?—**Elizabeth Taylor, Richard Burton



## MISCELLANEOUS

**ALICE IN WONDERLAND IN PARIS**—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-66)—Cute cartoon for kiddies—Childhood Productions  
**ALL MEN ARE APES**—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures  
**CINERAMA'S RUSSIAN ADVENTURE**—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow  
**FASTER, PUSSYCAT, KILL, KILL!**—MD—83m.—Tura Satana, Paul Trinka—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve  
**HORRORS OF SPIDER ISLAND**—MD—75m.—Alex D'Arcy, Barbara Valentine—5337 (10-20-65) Fair horror programmer—Pacemaker  
**KNOCKOUT**—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux  
**LAS VEGAS HILLBILLIES**—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner  
**MURDER IN MISSISSIPPI**—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme  
**PLAYGROUND, THE**—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-17-65)—Off-beat experimental drama for arty set—Jerand  
**ROPE OF FLESH**—M—91m.—Hal Hopper, Antoinette Cristiani, John Furlong—5331 (10-6-65)—"Tobacco Road" type of adult film is best for exploitation spots—Delta  
**WHO KILLED TEDDY BEAR?**—D—90m.—Sal Mineo, Juliet Prowse, Jan Murray—5338 (10-20-65)—Offbeat treatment of sex psychopath's world will revulse many—Magna  
**YEAR OF THE HORSE, THE**—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ALPHAVILLE**—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-17-65)—Way-out import for way-out art fans—French made; English titles—Pathé Contemporary  
**BALLAD OF LOVE, A**—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino  
**BAND OF OUTSIDERS**—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films  
**BREMEN TOWN MUSICIANS, THE**—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood  
**CARRY ON CLEO**—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made  
**CLOPORTES**—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5402 (5-11-66)—Interesting import—French-made; English titles—Int. Classics  
**COAST OF SKELETONS**—MD—90m.—(TC; TS)—Richard Todd, Dale Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts  
**DEAR JOHN**—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III  
**ENOUGH ROPE**—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio  
**EVENING WITH THE ROYAL BALLET, AN**—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III  
**FACE OF FU MANCHU, THE**—MD—96m.—(TS; TC)—Christopher Lee, Nigel Green—5331 (10-6-65)—Sax Rohmer's oriental menace in action again—English-made—Seven Arts  
**FANTOMAS**—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert  
**FATHER OF A SOLDIER**—D—83m.—Sergio Zakhariadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino  
**FIENDISH GHOULS, THE**—MD—74m.—Peter Cushing—5338 (10-20-65)—Okay programmer for exploitation spots—English-made—Pacemaker  
**FRIEND OF THE FAMILY**—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—5352 (12-1-65)—Import devotees should find this interesting—French-made; English title—International Classics  
**HANSEL AND GRETEL**—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood  
**HERCULES AGAINST THE MOON MEN**—MD—90m.—(WS; C)—Alan Steel—5338 (10-20-65)—Okay entertainment for the program—Italian-made; dubbed in English—Governor  
**HOURS OF LOVE, THE**—D—89m.—(CS)—Ugo Tognazzi, Emmanuele Riva—5338 (10-20-65) Fairly interesting import for art spots—Filmed abroad—English titles—Cinema V  
**HOW NOT TO ROB A DEPARTMENT STORE**—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Modestly amusing import—French-made; English titles—Artixio  
**JOHNNY NOBODY**—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion  
**JULIET OF THE SPIRITS**—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli  
**LA FUGA**—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics  
**LIFE UPSIDE DOWN**—D—93m.—Charles Denner, Anna Gaylor—5339 (10-20-65)—Drama dealing with mental deterioration holds interest—French-made; English titles—Landau  
**LOLLIPOP**—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times  
**LOVE IN FOUR DIMENSIONS**—CD—108m.—Carlo Giuffre, Syola Koscina, Elena Martini—5339 (10-20-65)—Entertaining import compilation—Italian-made; English titles—Eldorado  
**MALE COMPANION**—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics  
**MANDRAGOLA**—CD—Rosanna Schiaffino, Philippe Leroy—5411 (6-8-66)—Strictly for the art set—Italian-made; English titles—Europix Consolidated  
**MERRY WIVES OF WINDSOR, THE**—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—filmed abroad; English language—Sigma III  
**MORGAN**—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made  
**MOZAMBIQUE**—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad  
**PUSSYCAT ALLEY**—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone  
**RAVAGERS, THE**—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (4-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere  
**REPULSION**—D—105m.—Catherine Deneuve, John Fraser—5332 (10-6-65)—Shocking fare with limited appeal—English-made—Royal Films Int.  
**SANDRA**—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.  
**SECRET AGENT SUPER DRAGON**—MD—95m.—(TC)—Ray Danton, Margaret Lee—5411 (6-8-66)—Colorful, interest-holding spy entry—Filmed abroad—United Screen Arts  
**SHOP ON MAIN STREET, THE**—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent  
**SHEPHERD GIRL, THE**—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films  
**SLEEPING BEAUTY**—FAN—70m.—(C)—Narrated by Paul Tripp—5339 (10-20-65)—Okay for kiddie trade—Made abroad; dubbed in English—Childhood  
**SLEEPING BEAUTY, THE BALLET**—90m.—(TC)—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.  
**SLEEPING CAR MURDER, THE**—MD—90m.—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting, import—French-made; English titles—Seven Arts  
**SNOW WHITE**—FAN—74m.—(C)—Narrated by Paul Tripp—5340 (10-20-65)—Children should appreciate fairy tale—Made abroad; dubbed in English—Childhood  
**SWEDISH WEDDING NIGHT**—D—96m.—Jarl Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.  
**TEN LITTLE INDIANS**—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts  
**WEIRD, WICKED WORLD**—DOC—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films  
**WIA (WOUNDED IN ACTION)**—D—87m.—Steve Marlo, Maura McGivney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myriad  
**YOUNG WORLD, A**—D—83m.—Christine Delaroche, Nino Castelnuovo—5415 (6-22-66)—Fair import focusses on the uncertainties of youth—Filmed abroad; English titles—Lopert

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Philadelphia, Pa. 19107



# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **CURRENT and COMING**

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

## **Allied Artists**

|      |                                 |       |
|------|---------------------------------|-------|
| 6601 | El Cid (Reissue)                | Feb.  |
|      | (Charlton Heston, Sophia Loren) |       |
| 6603 | Lemonade Joe                    | March |
|      | (Karel Fiala)                   |       |
| 6605 | Oh! Those Most Secret Agents    | April |
|      | (Franco & Ciccio)               |       |
| 6604 | The Party's Over                | April |
|      | (Oliver Reed, Louise Sorel)     |       |
|      | Moonwolf                        | May   |
|      | (Carl Moehner)                  |       |
|      | Disk-O-Tek Holiday              | June  |
|      | (Freddy & The Dreamers)         |       |
|      | Once Upon An Island             | June  |
|      | (Hans W. Petersen)              |       |

## **American-International**

|      |                                      |       |
|------|--------------------------------------|-------|
| 6521 | Queen Of Blood                       | March |
|      | (John Saxon)                         |       |
| 6522 | Blood Bath                           | March |
|      | (William Campbell)                   |       |
| 6601 | The Dirty Game                       | March |
|      | (Vittoria Gassman)                   |       |
| 6604 | Ghost In The Invisible Bikini        | April |
|      | (Tommy Kirk, Deborah Walley)         |       |
|      | La Dolce Vita (Reissue)              | April |
|      | (Marcello Mastroianni, Anita Ekberg) |       |
|      | It's a Sick, Sick World              | April |
|      | (Narrated by Vincent Price)          |       |
| 6603 | The Great Spy Chase                  | May   |
|      | (Bernard Blair)                      |       |
| 6602 | What's Up Tiger Lilly?               | May   |
|      | (Woody Allen)                        |       |
|      | Tarzan and The Valley Of Gold        | May   |
|      | (Mike Henry)                         |       |
|      | The Girl Getters                     | May   |
|      | (Oliver Reed, Jane Merrow)           |       |
|      | Frankenstein Conquers The World      | June  |
|      | (Nick Adams)                         |       |
|      | Fireball 500                         | June  |
|      | (Frankie Avalon, Annette Funicello)  |       |

## **Buena Vista**

|  |                                  |       |
|--|----------------------------------|-------|
|  | The Ugly Dachshund               | Feb.  |
|  | (Suzanne Pleshette, Dean Jones)  |       |
|  | Bullwhip Griffin                 | April |
|  | (Suzanne Pleshette, Karl Malden) |       |
|  | Mary Poppins (Reissue)           | June  |
|  | (Julie Andrews)                  |       |
|  | Lt. Robin Crusoe, U.S.N.         | July  |
|  | (Dick Van Dyke, Nancy Kwan)      |       |

## **Columbia**

|       |                                            |       |
|-------|--------------------------------------------|-------|
| 66019 | The Chase                                  | Feb.  |
|       | (Marlon Brando, Jane Fonda)                |       |
|       | Life At The Top                            | Feb.  |
|       | (Laurence Harvey, Jean Simmons)            |       |
| 66022 | The Silencers                              | March |
|       | (Dean Martin, Stella Stevens)              |       |
| 66028 | Born Free                                  | April |
|       | (Bill Travers)                             |       |
|       | Ride Beyond Vengeance                      | April |
|       | (Chuck Connors)                            |       |
| 66027 | The Trouble With Angels                    | April |
|       | (Rosalind Russell, Hayley Mills)           |       |
|       | Mystery Of Thug Island                     | May   |
|       | (Guy Madison, Peter Van Eyck)              |       |
|       | Brigand Of Kandahar                        | May   |
|       | (Ronald Lewis)                             |       |
|       | Guns Of Navarone (Reissue)                 | May   |
|       | (Gregory Peck, David Niven, Anthony Quinn) |       |
|       | Lost Command                               | July  |
|       | (Anthony Quinn, Michele Morgan)            |       |

|  |                            |      |
|--|----------------------------|------|
|  | The Texican                | June |
|  | (Audie Murphy)             |      |
|  | Three On A Couch           | June |
|  | (Jerry Lewis, Janet Leigh) |      |
|  | Traitor's Gate             | June |
|  | (Gary Raymond)             |      |

## **Continental** **(Walter Reade-Sterling, Inc.)**

|  |                                    |       |
|--|------------------------------------|-------|
|  | Contest Girl                       | April |
|  | (Janette Scott)                    |       |
|  | Gulliver's Travels Beyond The Moon | June  |
|  | (Feature Cartoon)                  |       |
|  | McGuire, Go Home                   | June  |
|  | (Dirk Bogarde)                     |       |
|  | Gypsy Girl                         | July  |
|  | (Hayley Mills)                     |       |

## **Embassy**

|  |                                           |       |
|--|-------------------------------------------|-------|
|  | The Oscar                                 | Feb.  |
|  | (Stephen Boyd, Elke Sommer)               |       |
|  | Billy The Kid VS Dracula                  | April |
|  | (Chuck Courtney)                          |       |
|  | Jesse James Meets Frankenstein's Daughter | April |
|  | The Cat                                   | May   |
|  | (Peggy Ann Garner)                        |       |
|  | The Trampers                              | June  |
|  | (Gordon Scott)                            |       |
|  | A Man Called Adam                         | July  |
|  | (Sammy Davis, Jr.)                        |       |
|  | A Place Called Glory                      | July  |
|  | (Lex Barker)                              |       |

## **MGM**

|      |                                |       |
|------|--------------------------------|-------|
| 6612 | The Money Trap                 | Feb.  |
|      | (Glenn Ford, Rita Hayworth)    |       |
| 6613 | Made In Paris                  | Feb.  |
|      | (Ann-Margret, Louis Jourdan)   |       |
| 6616 | A Patch Of Blue                | March |
|      | (Sidney Poitier)               |       |
| 6620 | The Spy With My Face           | March |
|      | (Robert Vaughn)                |       |
| 6624 | To Trap A Spy                  | March |
|      | (Robert Vaughn)                |       |
| 6618 | Hold On!                       | April |
|      | (Herman's Hermits)             |       |
| 6619 | North By Northwest (Reissue)   | April |
|      | (Cary Grant)                   |       |
| 6617 | The Singing Nun                | April |
|      | (Debbie Reynolds)              |       |
| 6607 | The Alphabet Murders           | May   |
|      | (Tony Randall)                 |       |
| 6621 | Son Of A Gunfighter            | May   |
|      | (Russ Tamblyn)                 |       |
| 6622 | Tiko and The Shark             | May   |
|      | (All Tahitian Cast)            |       |
| 6623 | The Secret Seven               | May   |
|      | (Tony Russel)                  |       |
|      | Around The World Under The Sea | June  |
|      | (Lloyd Bridges, Shirley Eaton) |       |
|      | Maya                           | June  |
|      | (Clint Walker, Jay North)      |       |
|      | The Glass Bottom Boat          | July  |
|      | (Doris Day, Rod Taylor)        |       |

## **Paramount**

|       |                                              |       |
|-------|----------------------------------------------|-------|
| 6520  | Judith                                       | Feb.  |
|       | (Sophia Loren, Peter Finch)                  |       |
| 6523  | Johnny Reno                                  | March |
|       | (Dana Andrews, Jane Russell)                 |       |
| 6504  | Promise Her Anything                         | March |
|       | (Warren Beatty, Leslie Caron)                |       |
| 6525  | The Naked Prey                               | April |
|       | (Cornel Wilde)                               |       |
| R6524 | The Ten Commandments—(Reissue)               | April |
|       | (Charlton Heston)                            |       |
|       | Last Of The Secret Agents                    | May   |
|       | (Allen and Rossi)                            |       |
|       | Night Of The Grizzly                         | May   |
|       | (Clint Walker)                               |       |
| R6535 | Come Blow Your Horn—(Reissue)                | May   |
|       | (Frank Sinatra)                              |       |
| R6536 | All The Way (Reissue of "The Joker Is Wild") | May   |
|       | (Frank Sinatra)                              |       |
| R6537 | One-Eyed Jacks (Reissue)                     | May   |
|       | (Marlon Brando)                              |       |
|       | Paradise—Hawaiian Style                      | June  |
|       | (Elvis Presley)                              |       |
|       | The Bellboy—(Reissue)                        | June  |
|       | (Jerry Lewis)                                |       |
|       | The Psychopath                               | June  |
|       | (Patrick Wymark)                             |       |
|       | Visit To A Small Planet—(Reissue)            | June  |
|       | (Jerry Lewis)                                |       |
|       | Nevada Smith                                 | July  |
|       | (Steve McQueen, Suzanne Pleshette)           |       |

## **20th Century-Fox**

|  |                                                |       |
|--|------------------------------------------------|-------|
|  | Those Magnificent Men In Their Flying Machines | Feb.  |
|  | (Stuart Whitman, Sarah Miles)                  |       |
|  | Dracula—Prince of Darkness                     | March |
|  | (Christopher Lee)                              |       |
|  | The Plague Of The Zombies                      | March |
|  | (Andre Morell)                                 |       |
|  | The Flight of The Phoenix                      | April |
|  | (James Stewart)                                |       |
|  | Rasputin—The Mad Monk                          | April |
|  | (Christopher Lee)                              |       |
|  | The Reptile                                    | April |
|  | (Noel Willman)                                 |       |
|  | Weekend At Dunkirk                             | May   |
|  | (Jean Paul Belmondo, Catherine Spaak)          |       |
|  | Stagecoach                                     | June  |
|  | (Ann-Margret, B. Cummings)                     |       |
|  | Modesty Blaise                                 | July  |
|  | (Monica Vitti, Dirk Bogarde)                   |       |

## **United Artists**

|  |                                   |       |
|--|-----------------------------------|-------|
|  | The Group                         | March |
|  | (Candice Bergen, James Broderick) |       |
|  | Cast A Giant Shadow               | April |
|  | (Kirk Douglas)                    |       |
|  | A Thousand Clowns                 | April |
|  | (Jason Robards)                   |       |
|  | Duel At Diablo                    | May   |
|  | (James Garner, Sidney Poitier)    |       |
|  | Frankie and Johnny                | May   |
|  | (Elvis Presley)                   |       |
|  | Boy Did I Get A Wrong Number      | June  |
|  | (Bob Hope)                        |       |
|  | What Did You Do In The War Daddy? | July  |
|  | (James Coburn, Dick Shawn)        |       |

## **Universal**

|      |                                  |       |
|------|----------------------------------|-------|
|      | Blindfold                        | Jan.  |
|      | (Rock Hudson, Claudia Cardinale) |       |
| 6601 | Moment To Moment                 | Jan.  |
|      | (Jean Seberg, Honor Blackman)    |       |
| 6602 | Wild, Wild Winter                | Jan.  |
|      | (Jay and the Americans; etc.)    |       |
| 6603 | The Rare Breed                   | Feb.  |
|      | (James Stewart)                  |       |
| 6604 | Agent For H.A.R.M.               | Feb.  |
|      | (Wendell Corey)                  |       |
| 6605 | Madame X                         | March |
|      | (Lana Turner)                    |       |
| 6606 | The Boy Cried Murder             | March |
|      | (Veronica Hurst, Phil Brown)     |       |
| 6607 | A Man Could Get Killed           | April |
|      | (James Garner, Sandra Dee)       |       |
| 6608 | Johnny Tiger                     | April |
|      | (Robert Taylor)                  |       |
| 6609 | The Ghost and Mr. Chicken        | May   |
|      | (Don Knotts)                     |       |
| 6610 | Gunpoint                         | May   |
|      | (Audie Murphy)                   |       |
|      | And Now Miguel                   | June  |
|      | (Guy Stockwell)                  |       |
|      | Out Of Sight                     | June  |
|      | (Jonathan Daly)                  |       |
|      | Blindfold                        | June  |
|      | (Rock Hudson, Claudia Cardinale) |       |
|      | Munster, Go Home                 | July  |
|      | (Fred Gwynne, Yvonne DeCarlo)    |       |
|      | Incident At Phantom Hill         | July  |
|      | (Robert Fuller, Joselyn Lane)    |       |
|      | Arabesque                        | July  |
|      | (Gregory Peck, Sophia Loren)     |       |

## **Warners**

|     |                                  |      |
|-----|----------------------------------|------|
| 557 | Harper                           | Jan. |
|     | (Paul Newman, Lauren Bacall)     |      |
| 579 | Othello                          | Feb. |
|     | (Laurence Olivier)               |      |
| 558 | Stop The World—I Want To Get Off | May  |
|     | (Tony Tanner, Millicent Martin)  |      |
|     | A Big Hand For The Little Lady   | June |
|     | (Henry Fonda, Joanne Woodward)   |      |
|     | Battle Of The Bulge              | July |
|     | (Henry Fonda, Robert Ryan)       |      |
|     | A Fine Madness                   | July |
|     | (Sean Connery)                   |      |



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WRITTEN BY **CHARLES GRIFFITH**



**MOTION PICTURE**

# EXHIBITOR

**JULY 6, 1966**

Volume 75

Number 22

IN TWO SECTIONS

THIS IS SECTION ONE



## **Mich. Censors Busy— Are Movies Next?**

(See Page 4)

## **Valenti's Goal— Industry Unity**

(See Page 5)

James R. Velde, United Artists vice president, recently displayed confidence in his product and concern for his customers by announcing that his company would continue its ban on blind bidding for films to be released during the remainder of 1966. Appreciative exhibitors pledged their cooperation.

**THE HARD TICKET BANDWAGON . . .** see editorial—page 3







# The Trade Paper Read by Choice—Not by Chance

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Volume 75 • No. 21

July 6, 1966

Our 48th Year

## THE HARD TICKET BANDWAGON

SOMETIMES, IT IS VALUABLE to try to see ourselves as others see us. The following letter was received from a subscriber, Peter J. Restivo, who is not in the motion picture industry but who displays a lively and intelligent interest in film affairs.

Not everyone will agree with all of Mr. Restivo's assumptions about the industry, but some of his points are worthy of careful industry attention. Mr. Restivo exemplifies the interested, intelligent filmgoer. As such, he is the most important friend the industry has. His observations follow:

*Not so very many years ago, reserved seat theatres were reserved for major cities where, it was thought, a new release could be reviewed by critics and, hopefully, receive a giant financial boost. Large capacity houses such as the Warner Cinerama, Loew's State and Capitol in New York and similar theatres in Chicago, Los Angeles and other major population cities presented an excellent opportunity for producers to establish a long run at prices that would substantially counter the cost of production.*

*The major city reserved seat engagement gave theatregoers an opportunity to see an important production in an atmosphere permeated with the ether of a Broadway legitimate play or musical. Finely appointed theatres with modern facilities were all a part of the evening.*

*The price of admission (\$2.50, \$2.75, \$3.00 and \$3.50) was high and the theatres were not usually close to home, but for some inexplicable reason audiences didn't care to wait until the film made local bookings at regular prices; they wanted an evening out—an evening that wasn't "just another movie." Audiences were willing to pay the extra cost because they were delighted by a major film presentation in a large screen format such as 70mm or Cinerama with the excitement of stereophonic sound.*

*Suddenly, as if appearing from a fog-shrouded shore, someone noticed the suburbs—the many counties and towns with erudite populations eager to spend their money and their night out on something other than bowling, Vic Tanny's or "just another movie."*

*It was about this time that circuits and independents were deciding what to do with some of their marginal operations. Some busy executives and some not-so-busy executives with fertile imaginations and a degree of hindsight saw the need for better entertainment in the suburbs. However, many did not wish to invest in refitting their showcases because they didn't have the capital or they didn't know what showcases were. Consequently, where before there was a fog, today there is a*

*sea of roadshow theatres. Where before there were many houses showing run-of-the-mill features, today there are many reserved seat houses showing major films in a run-of-the-mill manner.*

*These houses, many formerly marginal operations, have apparently found that a hard ticket policy is the key to black ink on the ledgers. However, eventually owners will find that audiences will not part with \$2.50, \$3.00 and \$3.50 for a feature shown on a small screen with a 35mm print when they can wait a few months and see the same feature at a local theatre for \$1.25–\$2.00 on the same small screen with the same 35mm print.*

*Since it is certainly in the best interest of both producers and distributors to have their product presented in the most favorable light during roadshow engagements, why haven't steps been taken to secure only the best showcases? Could it be that the lure of higher hard ticket rentals is a major consideration in the lack of appropriate action?*

*It is a generally accepted but unwritten rule that word-of-mouth advertising is more desirable and more reliable (not to mention less expensive) than radio, television, and print campaigns. Favorable word-of-mouth advertising comes only from a patron who has been pleased by a good film presented in an atmosphere conducive to good viewing—a proper house.*

*The motion picture industry has found an entirely new market for entertainment and profits, one that can grow and prosper if nurtured under wise supervision. Most importantly, it must be remembered that not every house can or should be a reserved seat theatre.*

We repeat that it is not necessary to agree with all of Mr. Restivo's observations to see the value of his remarks. The situation he is discussing involves this industry's dangerous practice of treating fine films—its life blood—in a manner that cheapens them. The same dangers are apparent whenever a theatre wins an unwarranted moveup to first-run status despite its condition, location, or ultimate grossing potential. The quick buck is a legitimate goal for an industry that is fly-by-night in nature, but if the motion picture industry is interested in long-term growth and the maintenance of its image as the foremost medium of entertainment, it must resist the temptation to cheapen itself for short-term profits.

Mr. Restivo makes some points that should make a lot of people in the industry uncomfortable (but probably won't). Once we lose the respect of such filmgoers, we have lost our most precious possession.

## A WISE MAN ONCE SAID:

"Doing business without advertising is like winking at a girl in the dark. You know what you're doing, but nobody else does."



# Will Movies Be Next Mich. Target?

## Jury Sets "Guidelines" In Magazine Obscenity Suit As Film Industry Sees Possible Dangers

DETROIT—This isn't a movie story—yet. But it could well wind up being one.

Long since, Michigan and Detroit have had obscenity laws. They have always been toothless, and what with recent Supreme Court decisions they might be also termed gumless.

A trial in Detroit has just ended. It was brought by the prosecutor's office against the Royal News Co., alleging that 237 magazines it distributes are obscene. The suit was designed to block the sale of some 20,000 copies of the publications.

A jury of nine men and three women deliberated a record 17 days over a four-week period. It took the foreman 22 minutes to read the verdict. The reason was that Circuit Court Judge Joseph G. Rashid required the jury to read off all of the 237 nudie, girly, and other magazines held to be offensive.

The jury came up with the incredible verdict that 141 magazines were obscene, 63 were not, and they could not decide on 33.

Assistant Prosecutor Aloysius J. Suchy stated the verdict provided "valuable guidelines for police in the war against smut literature."

Defense counsel Ernest Goodman said: "How can you distinguish 33 magazines that the jury could not agree upon from those they did agree upon?" Goodman says he will appeal.

In establishing guide lines for the jury, Judge Rashid told it three things must be found: 1) The dominant theme of the magazine taken as a whole appeals to a prurient interest in sex. 2) The magazine is patently offensive because it affronts community standards. 3) The magazine is "utterly" without redeeming social values.

Should Royal News lose the appeal, just substitute "motion picture" for "magazine" in the guide lines. And what with the many eager-beaver crusaders here, don't think it wouldn't happen fast.

Then, voila, Michigan will have strict censorship.

## "Camelot" Finds Lancelot

BURBANK, CALIF.—The third stellar casting for "Camelot," Warner Bros. forthcoming extravaganza, has been consummated, it was announced by Jack L. Warner, with the selection of Franco Nero who will play the role of Sir Lancelot.

The casting of Nero follows upon the naming of Vanessa Redgrave and Richard Harris to play the roles of Guenevere and King Arthur in the film production of the musical play by Alan Jay Lerner and Frederick Loewe.

## Gen. Cinema Opens N.J. Unit

WEST ORANGE, N.J.—With an official ribbon-cutting ceremony in which city, shopping center, and General Cinema Corporation executives participated, the Boston-based company opened its 109th unit at Essex Green Shopping Center here. The theatre, known as the Cinema, represents General Cinema's 11th unit in New Jersey.

## Nationwide Pay-TV Push Predicted By Zenith Chief

HARTFORD—RKO General's subscription television experiment here, via WHCT-TV (channel 18), could well be joined by a vast development throughout the country within a decade's time, said Joseph S. Wright, president of Zenith Radio Corporation, which provides the encoding equipment.

A Wright statement, released here in conjunction with start of the fifth year of STV, predicted that Hartford's some 6,100 subscribers could be joined by from 10 to 15 million subscribers by 1975.

"Hartford's support of STV," Wright maintained, "has taken this new boxoffice distribution system out of the realm of speculation and made it a reality. As a result, we believe families throughout the country will follow Hartford's lead when they have the chance to try subscription television in their own homes."

## "Hawaii" Gala Planned

NEW YORK—Mrs. Anne M. Ford has been named general chairman of the world premiere and Hoolaulea Ball for "Hawaii," Oct. 10 at the DeMille Theatre for the benefit of the Will Rogers Hospital and O'Donnell Memorial Research Laboratories.

Vice-chairmen of the event are Mrs. Richard Harris, Mrs. Joseph Meehan, Mrs. Eugene Picker, and Mrs. Herbert Sheftel.

The Hoolaulea Ball will follow the black-tie, gala film presentation, which will be one of the highlights of the fall entertainment season.

## Stern Heads Exhib Unit

PITTSBURGH—Ernest Stern, president of Associated Theatres, has been elected president of the Tri-State Drive-In Theatres Association to fill the unexpired term of Harry Hendel, who recently passed away.

Other officers and directors are secretary, George Tice; treasurer, George Saittis; board of directors, Roy Fiedler, Jr., Gabriel Rubin, Tice, and Ernest Warren.

## Film Men, Broadcasters Play Ball For Will Rogers

NEW YORK—Aug. 10 will be a great day for sports-minded industryites—the Motion Picture Industry Soft Ball League moves into the big time. The League has challenged the C.B.S. All Stars to a night game to benefit the entertainment-communications industry's Will Rogers Hospital.

A mammoth program is slated for this first annual benefit game to be played under lights at Citiague Park, Hicksville, Long Island. Famous names in sports and broadcasting, Jim Jensen, Frank Gifford, Pat Somerall, Monte Irwin, Jerry Coleman, and Phil Rizutto will meet ace players picked from the teams of the motion picture companies.

Top stars of stage, screen, radio, and television will appear. There will be a field display by a marching band and an exciting pre-game contest by Broadway Show League girls teams. C.B.S. will film the event for tv.

Norman Robbins, National Screen Service, president of the Motion Picture Soft Ball League announced, "This event has been a long time coming. We're ready now and we can promise first rate ball in this first annual Will Rogers event. The Motion Picture Soft Ball League was formed to promote good fellowship among industry personnel. It has snowballed, and built an enthusiastic spectator-following. More than three thousand fans—mainly from our industry—are expected at the first annual Will Rogers game on Aug. 10."

Goal of the annual series will be the Will Rogers Trophy which will rotate among the winning teams in succeeding years of Will Rogers games.

Home offices of motion picture companies, circuits, radio and tv broadcasters are appointing staff committee men to handle inter-company ticket sales. Seymour Kaplan, National Screen Service, is coordinator.

## Carolina Exhib Meet Set

CHARLOTTE, N.C.—Theatre Owners of North and South Carolina will hold its annual convention Oct. 23-24 at the Queen Charlotte Hotel here.



At the recent premiere for 20th-Fox's "The Blue Max" at the Sutton, New York, were George Peppard, star of the roadshow attraction; Seymour Poe, 20th-Fox executive vice-president; Joseph M. Sugar, vice-president in charge of domestic sales; and Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation.



## Peck To Star In Film For NGC Production Arm

HOLLYWOOD—In its first co-production deal with a major star, National General Productions, film-making arm of National General Corporation, has concluded arrangements for Gregory Peck to both star in and co-produce under his Brentwood Productions banner "The Stalking Moon," it was announced by Eugene V. Klein, president of NGC, and head of the company's motion picture operations.

Announcement of Peck's association with National General Productions was revealed during a press conference in NGC's new headquarters at Carthay Plaza. Also attending was the actor, along with Wendell Mayes, who will produce and write the screenplay of "The Stalking Moon," a multi-million dollar production in wide screen and color from the Theodore V. Olsen best-selling outdoor adventure drama, and Jules Schermer, production vice-president of National General Productions.

Film is scheduled to go before the camera in the early part of 1967.

Levin said that National General's "affiliation with Peck and Wendell Mayes is another example of our intent to associate our organization with top-flight creative talent and to continue to develop our program of major and important motion pictures of significance."

At the press conference, Levin, who just returned from Berlin and London, announced plans for expansion of European production activities with headquarters presently being set up in London. Allen V. Martini, Levin said, will head up the company's operations in Europe. Martini is currently in London with Albert Jaegar, vice-president in charge of business affairs, to open offices and hire key administrative personnel.

National General currently has two films before the cameras. Winding location work in Berlin is "The Quiller Memorandum," an Ivan Foxwell Production for National General-Rank Organization presentation. Michael Anderson is directing the action thriller from a screenplay by Harold Pinter, based on the best-selling novel by Elleston Trevor. George Segal, Alex Guinness, Max Von Sydow, and Senta Berger star.

Also shooting is "Divorce AMERICAN Style," a Tandem Production being presented by National General and Columbia Pictures. Bud Yorkin directs and Norman Lear is producing from his own screenplay. Dick Van Dyke, Debbie Reynolds, Jason Robards, Jr., Jean Simmons, and Van Johnson star.

In various stages of pre-production are "Flight and Pursuit," to be produced and directed by Fielder Cook, based on the novella by Frank O'Rourke, and "The Warhawks," an original story and screenplay by novelist Michael Blankfort.

## Festival Invites Entries

SAN FRANCISCO—Entry forms and invitations to participate in the 10th annual San Francisco International Film Festival Oct. 20-30 have been mailed out to 5,000 film makers in 43 nations, according to William C. Boyd, Festival executive director.

The Festival, non-competitive, will feature major motion pictures from many countries. Also featured will be a series of retrospectives on the work of international film makers who will be in attendance, children's films of fantasy, and a competitive division for tv films, industrial films, and experimental films.

# Valenti Heads Producers' Group; Cites Goal Of All-Industry Unity



Gregory Peck, seated, right, recently concluded arrangements with National General Productions to star in and co-produce "The Stalking Moon." Shown are Eugene V. Klein, seated, left, president, National General Corporation, and standing, left to right, Irving H. Levin, NGC executive vice-president and head of NGP; Wendell Mayes, who will produce and write the screenplay; and Jules Schermer, NGP production vice-president.

HOLLYWOOD — Jack J. Valenti was elected president of the Association of Motion Picture and Television Producers, thereby bringing under his administration all of the major trade associations of the producing and distributing branches of the industry.

The post has been vacant since the death of Eric Johnston some three years ago. Valenti was formerly special assistant to President Lyndon B. Johnson. Valenti was previously named president of the Motion Picture Association of America and the Motion Picture Export Association.

Following his election as president of the AMPTP board, Valenti stressed the significance of the action as a means toward achieving his objective of bringing unity back to the industry.

"We must try to bring unity to this industry. It is my number one goal and I intend to make this Association in Hollywood, and what goes on in New York, of a cohesive piece. I intend to come to Hollywood at least as often as once every month or two.

"When I became president of the Motion Picture Association of America, I made it clear that I could not belong solely to the MPAA; that I would have to belong to the entire industry in order to be of value. I want to be a bridge between the industry and all the people with whom we do business.

"I believe there are more problems that demand united attention than there are differences among us."

Valenti paid tribute to Charles Boren, executive vice-president of the AMPTP, and Y. Frank Freeman, board chairman. He said: "I am very grateful for a man like Charles Boren. I could not hope to find a keener understanding of Hollywood and its problems than he holds, and I could not hope for more sympathetic treatment than he has given.

"Frank Freeman was known to me before I came here. He is one of the great men in this industry. For many years, he has given it his great skill and integrity."

Louis Nizer, previously named general counsel to the MPAA, simultaneously with Valenti's election was established as special counsel to the AMPTP. Loeb & Loeb and Mitchell, Silberberg and Knupp will continue as regular outside legal counsel.

## Levine Goes Legit

NEW YORK—Joseph E. Levine, president of Embassy Pictures and a director of the Establishment Theatre Co., accepted the 1966 Lola D'Annunzio Award, which was presented to the Establishment Theatre for "its contribution to off-Broadway this season."

Levine accepted the award on behalf of Ivor David Balding, executive producer of the company, who is currently abroad.

The annual award was established in 1957 in memory of Lola D'Annunzio, a brilliant young actress who had devoted her talents to the off-Broadway theatre and who was tragically killed in an automobile accident. Previous winners of the award, considered one of the most important given in the New York theatre, have included Gene Frankel, Joseph Papp, Judith Malina and Julian Beck, Jose Quintero, Edward Albee, Nancy Wickwire, William Ball, Michael Cacoyannis, and Ellis Rabb.

## College Film Makers Plan National Conference

LOUISVILLE—The 20th annual national conference of the University Film Producers Association will be held Aug. 14-20 on the Oregon State University campus here.

"The Next Ten Years," an analysis of college and university films during the coming decade, will be the theme of the five-day program.

Oregon State University and the Division of Continuing Education of the Oregon State System of Higher Education will serve as joint hosts for the five-day conference.

The University Film Producers Association (UFPA) is the leading American organization concerned with college and university film production and instruction.

Its more than 400 members function in creative, technical, instructional, and administrative film activities on the campuses of approximately 90 colleges and universities across the country.

The August conference will also be open to non-UFPA members who are interested in campus film production.

Sessions are planned on film instruction methods, on new film techniques, and on equipment. Special interest discussion in such areas as medicine, education, and government have also been scheduled.

A series of panels will debate the merits and use of multicameras and single cameras, of university sponsorship of college film productions and "outside" sponsorship, and the student assistant versus professional crews.

Other panels are planned on the "single concept" and the "multiconcept," individual and group viewing, the authority-oriented and the problem-oriented approach to film production, and automated and operator-controlled equipment.

Participants in the conference will also show and discuss their own films during evening screenings.

Grant McLean, director of production for the National Film Board of Canada, will be the Aug. 16 banquet speaker.



# Exhibitor, Distributor Chairmen Named For Will Rogers Campaign

NEW YORK—At the recently held Will Rogers annual meeting at Saranac Lake, N.Y., confirmation was announced of the acceptance of the posts of national exhibitor co-chairman by Stanley H. Durwood, president of Durwood Theatres in Missouri and Kansas, and Jack Armstrong, head of Armstrong Theatres, Bowling Green, Ohio. Announcement was also made of the exhibitor area chairmen and the distributor area chairmen.

Regional exhibitor chairmen are:

Bernard Myerson, Loew's Theatres, covering Albany, Boston, Philadelphia, Buffalo, New Haven and New York; Sam Schultz, Selected Theatres, covering Pittsburgh, Cincinnati, Indianapolis, Cleveland, and Detroit; T. G. Solomon, Solomon Theatres, covering Washington, D.C., Atlanta, Charlotte, Memphis, Jacksonville, and New Orleans; Ben Marcus, Milwaukee, covering Chicago, Milwaukee, Minneapolis, Des Moines, and Omaha; Richard Orear, Commonwealth Theatres, Inc., covering Kansas City, Oklahoma City, St. Louis, Dallas, and Denver; Fred Stein, Amusement Corp. of America, covering Los Angeles, Salt Lake City, San Francisco, Seattle, and Portland.

Exhibitor chairmen are:

For Albany, Adrian Ettelson; Boston, Julian Rifkin; Buffalo, Sidney Cohen; Charlotte, Charles Texler; Chicago, Henry Plitt; Cincinnati, Charles Sugarman; Cleveland, Jack Silverthorne; Dallas, William Slaughter; Denver, A. Don Allen; Detroit, Jack Loeks; Indianapolis, Steve Barutio; Jacksonville, Horace Denning; Kansas City, Stanley Durwood; Los Angeles, Bruce Cowin and Robert Stein; Memphis, M. A. Lightman, Jr.; Milwaukee, Ed Johnson; Minneapolis, Ray T. Vonderhaar; New Haven, Robert Spodnick; New Orleans, Kermit Carr; New York, Emanuel Frisch; Omaha, Irvin Dubinsky; Philadelphia, David Milgram; Pittsburgh, Ernest Stern; Portland, Tom Moyer and Jerry Forman; St. Louis, Ronald Krueger; Salt Lake City, John Krier; San Francisco, Robert Naifey; Seattle, Maury Saffle; Washington, D.C., Jack Fruchtman.

Regional distributor chairmen are:

Saal Gottlieb, M-G-M, covering Albany, Boston, Buffalo, New Haven, New York, and Philadelphia; Lou Marks, M-G-M, covering Pittsburgh, Cincinnati, Indianapolis, Cleveland, and Detroit; Herbert Bennin, M-G-M, covering Atlanta, Charlotte, Memphis, New Orleans, and Washington; William Madden, M-G-M, covering Chicago, Des Moines, Milwaukee, Minneapolis, and Omaha; Fred Hull, M-G-M, covering Dallas, Jacksonville, Kansas City, Oklahoma City, and St. Louis; William Devaney, M-G-M, covering Denver, Los Angeles, Salt Lake City, San Francisco, Seattle, and Portland.

Distributor chairmen are:

For Albany, Ralph Ripps, M-G-M; Atlanta, E. C. Fitzgerald, Warners; Boston, William Kumins, Warners; Buffalo, Michael Klein, Warners; Charlotte, William Holliday, Paramount; Chicago, Jack Eckhardt, 20th Century-Fox; Cincinnati, Milton Gurian, Allied Artists; Cleveland, H. Henderson, Paramount; Dallas, Ben Brager, Paramount; Denver, John Dobson, UA; Des Moines, John Dugan, UA; Detroit, Fred Bunkelman, 20th Century-Fox; Indianapolis, Paul Rice, Paramount; Jacksonville, Leon Weston, 20th Century-Fox; Kansas City,



Kermit Carr, left, president, Paramount Gulf Theatres, and Victor Schiro, Mayor of New Orleans, are seen with Joseph E. Levine, head, Embassy Pictures, who was in New Orleans on a multi-city tour on behalf of Paramount's "Nevada Smith."

## Reade Starts Construction Of Kingston, N.Y., Theatre

KINGSTON, N.Y.—Construction started recently on a 1,000 seat conventional theatre on Route 9W in Kingston, N.Y., on a site across the street from the circuit's 9W Drive-In and adjacent to the new Montgomery Ward Store, it was disclosed by Walter Reade, Jr., president, Walter Reade-Sterling, Inc. The theatre is scheduled for early fall opening.

Reade disclosed the new theatre will cost in excess of \$300,000, and will be his company's fourth in the Kingston area. It will be modern in every respect, including the newest stereophonic sound system, a giant screen, and the living room comfort of push-back seats. Reade stressed that there would be ample parking.

The theatre is being constructed on land of Julie Miron, Miron Lumber Company, Kingston, and Perlstein Builders, South Fallsburg, N.Y., is general contractor.

Reade said the theatre was evidence of his company's faith in the growth of Kingston and its environs, and is another step in the company's expansion program. The new theatre will be the 64th for the circuit, which now operates motion picture theatres coast to coast, in addition to a widely diversified film production and distribution business. In Kingston, Walter Reade-Sterling operates the Community and 9W and Sunset Drive-Ins.

Thomas E. Bailey, M-G-M; Los Angeles, Arnold Shartin, M-G-M; Memphis, Bailey Prichard, Allied Artists; Milwaukee, Ray Schulz, 20th Century-Fox; Minneapolis, Robert Malone, UA; New Haven, David Titleman, M-G-M; New Orleans, Charles Ost, Universal; New York, Phillip Gravitz, M-G-M; Oklahoma City, Universal; Omaha, R. Hirz, Warners; Philadelphia, Robert Friedman, UA; Pittsburgh, Robert Miller, Universal; Portland, Dave Dunkel, Paramount; St. Louis, Edward Stevens, UA; Salt Lake City, C. D. Cothran, Universal; San Francisco, J. B. Mooney, Universal; Seattle, John Knet, Paramount; and Washington, D.C., Ben Bache, Warners.

## Stark Quits 7 Arts Post To Produce Films, Plays

NEW YORK—Ray Stark has resigned as executive vice-president and production head of Seven Arts Production, Ltd., to devote his time to personally producing major motion pictures and Broadway plays, it was announced by Eliot Hyman, president of Seven Arts. Stark's first such film will be "Funny Girl," starring Barbra Streisand, which he also produced on Broadway. "Funny Girl" goes into production in early 1967.

Hyman also announced that Stark had entered into a new agreement with Seven Arts as consultant on corporate affairs and the Company's current literary and talent assets. Under this arrangement, Stark is presently preparing to begin principal photography on Sept. 1 on "Reflections In A Golden Eye," which he will personally produce for Seven Arts Productions with Elizabeth Taylor and Montgomery Clift in starring roles under the direction of John Huston. The film will be distributed by Warner Brothers. A continuation of a Stark-Seven Arts production relationship on a non-exclusive basis is envisaged for the future.

Stark will also continue to complete production work on the three pictures which he and Seven Arts are releasing through Paramount. These include "Is Paris Burning?," the film version of the best-seller which begins a world premiere road show engagement in New York on Nov. 9; "Oh Dad, Poor Dad, Momma's Hung You In The Closet And I'm Feelin' So Sad," from the hit Broadway play, starring Rosalind Russell and Robert Morse; "Arrivederci, Baby," formerly titled "You Just Kill Me," starring Tony Curtis and Rosanna Schiaffino. Two additional films, "This Property Is Condemned," starring Natalie Wood and Robert Redford, and "Assault On A Queen," starring Frank Sinatra and Virna Lisi, are just going into national release by Paramount.

## Fine To Address N.Y.-N.J. Meet

BUFFALO—Sidney J. Cohen, president, Allied Theatres of N.Y. State, Inc., and Howard W. Herman, president of Allied Theatre Owners of New Jersey, announced that Marshall H. Fine, president of NATO, will deliver the keynote address at the annual combined convention Aug. 8-11 at the Concord Hotel on Kiamasha Lake in the Catskills.

Cohen announced that a top, all-star screen production will have its first showing anywhere at the convention on Monday, Aug. 8. He also declared that reservations are coming in in record numbers from all parts of New York state. Close to 50 Buffalo area Allied members already have sent in reservations, as have more than 30 members from the Rochester area.

## Somebody's Sure Afraid

HARRISBURG—The Council of Churches of Greater Harrisburg is seeking to prevent showing of the motion picture, "Who's Afraid of Virginia Woolf?" in the Harrisburg area.

The Council's board of directors, at a recent meeting, took steps to call upon local theatre outlets not to bid on the film. A spokesman said it "would not be in the best interest of the community to have the movie come to the Harrisburg area."

The churchmen's campaign has brought sharp replies from area newspapers who deplore the effort at censorship, and it is unlikely that theatres will pay attention to the request.



## Col. Launches Heavy Summer Release Slate

NEW YORK—With the multiple openings of four films in key cities across the nation, Columbia Pictures has launched one of the heaviest summer release programs in its history, it has been announced by Mo Rothman, vice-president in charge of global distribution.

Included in Columbia's summer line-up of product are two Carl Foreman productions which opened in New York. These are "Born Free," which had its New York premiere at the Loew's State and Coronet Theatres, and "The Guns of Navarone," which was opened in showcase presentation theatres throughout the metropolitan area.

In addition to the New York opening of "Born Free," the film was launched in engagements in Philadelphia, Pittsburgh, Omaha, Albany, and Oklahoma City, as well as a huge citywide multiple in Los Angeles.

Another important opening was Jerry Lewis' "Three On A Couch," with world premiere multiple engagements throughout the Pittsburgh, Cleveland, and Philadelphia territories.

The comedy also opened in more than 30 additional key cities across the nation.

Mark Robson's "Lost Command," which has been playing a limited number of situations to date, also began its first extensive wave of playdates with multiple openings in Cleveland, Pittsburgh, Philadelphia, Detroit, and Washington, and in exclusive run theatres in more than 15 other key cities.

Columbia will accelerate its summer release program with the first openings for Sol C. Siegel's "Walk, Don't Run," starring Cary Grant. This will be followed by territorial saturation openings of Ivan Tors' "Birds Do It" and Hanna-Barbera's "The Man Called Flintstone" during the summer months.

## WB To Film "Moonshot"

BURBANK, CALIF.—Warner Bros. will begin production this summer on "Moonshot," a motion picture about the Apollo project to land men on the moon, it was announced by Jack L. Warner.

The film will be made with the full cooperation of the National Aeronautics and Space Administration. Portions of the story will be photographed at the NASA center near Houston.

The studio has purchased a book, "Project Pilgrim," by Henry Hank Searls, and a screenplay of the same title by Loring Mandel as the basis for the drama in which astronauts and their wives are the principal characters. William Conrad will be executive producer on "Moonshot."

## NGC Opens Four Houses

LOS ANGELES—In line with its \$50 million, three-year expansion program, National General Corporation added four new theatres last week, it was announced by Dan A. Polier and William H. Thedford, co-directors of theatre operations.

Making their bow were the Fox Town & Country Theatre, San Jose, Calif., and the redesigned Fine Arts, Kansas City, both opening with Warner Brothers' "Who's Afraid Of Virginia Woolf?."

NGC also opened the Fox Skyline Theatre, San Bruno, Calif., and the Fox East Gate, Carbondale, Ill. Opening attraction was 20th Century-Fox's "Stagecoach" at both San Bruno and Carbondale.

# Industry Speculates On Effects Of N.Y. Minimum Wage Increase

## "Russians" Capture Berlin; Crowds Cheer UA Comedy

BERLIN—Norman Jewison's "The Russians Are Coming, The Russians Are Coming" received a tremendous ovation as it opened the Berlin Film Festival in the presence of Berlin Lord Mayor Willy Brandt and invited guests. The audience broke into spontaneous applause throughout the screening of the United Artists comedy and cheered Alan Arkin's performance. Producer-director Jewison received deafening applause, lasting several minutes, when he was introduced prior to the showing.

"The Russians Are Coming, The Russians Are Coming," a Mirisch Corporation presentation, was simultaneously screened at the Zoopalast Theatre, where the reaction of the young, paying audience was overwhelming. A prolonged ovation also followed this screening.

Berlin is still discussing the film days after its presentation, and the consensus is that it may have achieved more good will than the politicians have been able to create.

## Atlantic D-I Welcomes Jersey Shore Crowds

PLEASANTVILLE, N.J.—Delayed two days by engineering difficulties, the grand opening of the new Atlantic Drive-In was held Friday, July 1.

The new theatre is located on the Black Horse Pike at the Tilton Road Circle in Pleasantville.

Al Frank, operator of the new drive-in, said the theatre lot accommodates 1,400 autos.

The new Atlantic Drive-In is situated immediately adjacent to its former location, which is being developed into the new Sears-town shopping center.

Opening night attraction was "Stagecoach," which Frank said is being shown exclusively in this area. Second part of the double bill was "Last of the Secret Agents?" starring Martin and Rossi.

Don Warner, a 25-year veteran in the motion picture industry, manages the new drive-in, at the same time handling operations at Frank's two other local theatres, the Circus and Absecon.

The new theatre office will serve as a south Jersey headquarters for Frank's widespread interests in the entertainment and motion picture industry.

## MGM Maps Hermits' Boom

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., announced that arrangements have been concluded with Allen Klein, president of Reverse Producers Corporation, for the signing of a long-term recording contract with Herman's Hermits as produced by Mickie Most and Reverse Producers Corporation. The British singing group is also being signed to a multiple motion picture deal.

ALBANY—Industry men continued to speculate on the costs and effects of the new statewide minimum wage legislation, signed by Governor Nelson A. Rockefeller and increasing the scale from \$1.25 to \$1.50 hourly, effective Jan. 1, 1967.

The compromise measure, drafted after Democratic-controlled Assembly and Republican-dominated Senate had passed differing versions, also provides that the State's minimum rate will go to \$1.60 an hour when the Federal minimum wage advances to that level.

The Governor, in his message of approval, pointed to these as "important steps" possible to be taken now "because of the healthy economic climate" of the commonwealth. He estimated the raise to \$1.50 will benefit 650,000 workers in New York State; the further hike, when the Federal stipend escalates, will affect 785,000 working men and women. Gov. Rockefeller did not fail to point out this State's first statutory minimum wage was enacted in 1960, on his recommendation.

Motion picture theatre workers—ushers, doormen, matrons and others, chiefly, according to exhibitor sources, "part time" workers, would have been exempted if requests by Metropolitan Motion Picture Theatre Owners Association and later by the State Exhibitors Committee were granted.

However, the Minimum Wage Study Board, after public hearings, turned down the plea. Industrial Commissioner Martin P. Catherwood, to whom an appeal was made, ruled it should not be extended. However, Dr. Catherwood did express "sympathy" for the plight of film theatre operators, caught in an economic squeeze.

D. John Phillips, executive secretary of MPTOA, tried vainly to achieve exemption for employees via passage of a specific bill. When he finally managed to get a measure through that would have excepted "students" working in booths, Gov. Rockefeller vetoed it. "No justifiable reason" for the legislation had been shown, the Governor wrote.

This year, Phillips renewed his effort via letters to the 65 members of the Senate. He enclosed a "Fact Sheet," evidencing the decline in number of N.Y. state film theatres operating and a reduction in totals of ushers, doormen, and matrons employed. The campaign failed.

## Miner To Century Board

FLORAL PARK, N. Y.—At a recent meeting of the board of Century Theatres, Henry C. Miner, III, was elected a director.

Miner, an attorney, represents a third generation of the family in the Century organization. His father, Henry C. Miner, Jr., is the present chairman of the board. His grandfather, H. Clay Miner, was one of the founders of the organization.

## Mayer Addresses Conference

NEW YORK—Michael F. Mayer, executive director of IFIDA, was to be a principal speaker at the Conference on Film and Television Study. Mayer was scheduled to speak on the subject "Foreign Films and the Classroom."

The study conference was under sponsorship of the Department of Communications Arts of Fordham University.



# Industry Mourns Hendel's Death; Merchandising Plan Is Memorial

CLEVELAND—"The death of Harry B. Hendel has deprived us of a great showman and an able, dedicated exhibitor leader. The entire motion picture industry will suffer his loss . . . (he) leaves a void that will not be filled."

These words were uttered by Marshall H. Fine, president, National Association of Theatre Owners.

Organizationally, Hendel was as active as he was successful. Probably his most important feat was proving beyond doubt that by proper coordination with exhibition, distributors, merchandising, and advertising, profits can be substantially increased.

He was the 1961 "Showman of the Year" in recognition of the spectacular success of the COMPO merchandising promotions in the Pittsburgh area. He had volunteered his talent to this end and proved it by enlisting cooperation between distribution and 72 theatres.

A theatre owner, he was a former chairman of the board and past-president of Allied Motion Picture Theatre Owners of Western Pennsylvania, and served as national treasurer of Allied States Association of Motion Picture Exhibitors until it was supplanted by NATO this year. He was general chairman of the last National Allied convention. In 1959, he was general chairman of the National Drive-In Convention in Pittsburgh.

He received many citations and commendations from civic organizations for community and legislative work involving movies. He was instrumental in the campaign in Pennsylvania which eliminated the state 10% tax on theatre admissions.

His charitable activities were many, and seemed to center on children. He founded Hill City, an organization which sought to curb juvenile delinquency. At Christmas, he was the anonymous donor of hundreds of gift baskets to the underprivileged. He was amazingly creative with brains and hands, and himself gift-wrapped Christmas gifts to the underprivileged.

"A Plea for Sanity in Film Terms" was his last published article, appearing in the March issue of the NATO Newsletter.

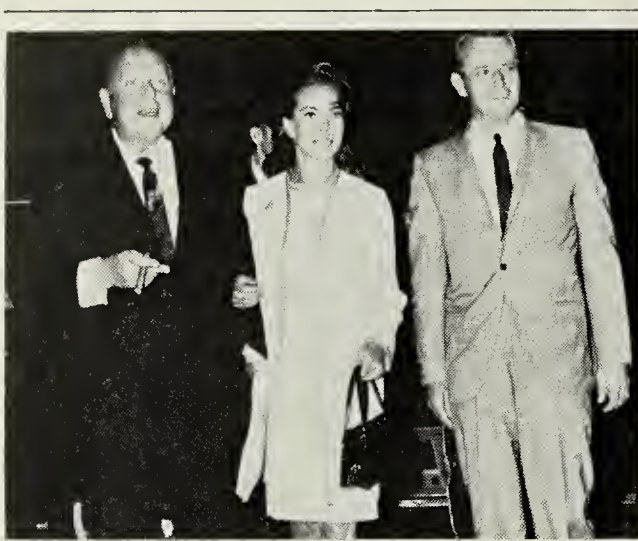
## MGM Splits Stock

NEW YORK—Metro-Goldwyn-Mayer, Inc., filed in Delaware an amendment to the company's certificate of incorporation increasing the number of authorized shares from 3,000,000 to 8,000,000 and splitting the stock presently issued two-for-one. The amendment had been approved by stockholders at a special meeting held May 24.

Holders of common stock received one additional share for each share held. The quarterly dividend, payable on July 15, will be paid at the rate of 25 cents per share on the split shares. This is an increase of 25 per cent in the dividend rate.

## Conn. Exhibs Shout "Fore"

ORANGE, CONN.—United Motion Picture Theatre Owners of Connecticut will hold its annual golf tournament Monday, Aug. 18, at the Grassy Hill Country Club. \$17.50 tickets include "luncheon, dinner, golf, swimming, good fellowship, and an abundance of prizes."



Samuel Z. Arkoff, executive vice-president, American International Pictures; Susan Hart (Mrs. Nicholson); and James H. Nicholson, AIP president, are seen at the Studio, New York, at the preview of AIP's "The Wild Angels."

## D-150 Seeks Injunction To Bar "Bible" Release

NEW YORK—Federal Judge Lloyd MacMahon granted D-150, Inc., affiliate of United California Theatres, a motion for a preliminary injunction against Dino DeLaurentiis Cinematografica, with a hearing on the motion set for July 12.

The injunction is being sought by D-150, Inc., in a counterclaim against DeLaurentiis in which the company sets forth that the Italian producer has contracted to photograph "The Bible" in the D-150 process and exhibit the picture in certain key cities here and abroad in D-150 on a royalty basis. Depositions have now been taken, and it is anticipated that the case will go to trial in the fall of 1966.

DeLaurentiis did photograph the film in the D-150 process. "The Bible" is scheduled for release in New York City by 20th Century-Fox, not named in the suit, on Sept. 28. D-150 contends that "unless an injunction issues before that date to bar exhibition of 'The Bible' in other than the D-150 process in compliance with the contract between the parties, the fundamental issue in this multi-million-dollar litigation will be rendered moot." It adds that unless a preliminary injunction is granted, "defendant will suffer irreparable injury to its business and its process."

## Gillis Shifts To Chi

NEW YORK—Herb Gillis, midwestern division manager for Paramount Pictures, has moved his headquarters from New York to Chicago, it was announced by general sales manager Charles Boasberg.

"Coming at a time when Paramount is embarked on an unusually extensive and growing distribution program, Mr. Gillis' move to Chicago is a continuation of our policy of headquartering division managers in the field to facilitate improved servicing of accounts," Boasberg said.

Working out of the Chicago branch, Gillis will also have the Detroit, Cleveland, Indianapolis, and Milwaukee territories under his supervision.

## Skiatron Raps Theatres For Pay-TV Opposition

WASHINGTON, D.C.—In asking approval of the Federal Communications Commission of a nation-wide pay-tv operation or operations, Skiatron assailed film theatre operators for their opposition. The deadline for original arguments is Sept. 1.

It was the Skiatron system which was used in the California pay-tv experiment, knocked out largely through the referendum efforts of exhibitors, although the referendum itself was later knocked out by the courts.

The FCC was told that "through a nationwide lobby that is reaching massive proportions, the movie house owners and the television networks are trying to spur the FCC and the Congress of the U.S. into an action which will deprive all Americans of a right to choose what they might want to see or hear. Stripped of its press agency and flag waving bombast, this campaign by the movie house owners, the NAB, and the television networks is an attack not only on scientific advance but on this right of a people to determine the character of their entertainment."

Exhibitors were charged with hypocrisy for charging high prices for theatre tv of the same championship fights which could be on pay tv for much less per set, with no limit on the number in a living room.

Skiatron denied arguments that pay tv would take away from free tv or would be hard on the poor. It told the FCC the poor would benefit through being able to view pictures and other attractions in their living rooms at low prices rather than having to go out and pay higher per person boxoffice prices.

There will be more rather than less free tv programs, it was argued, because pay tv will provide a financial base for more stations.

"Survival of subscription tv obviously must depend upon the offering of better and different programs than those the public now gets free. Potentially, an audience of 60 million families is now available in the U.S. for outstanding feature motion pictures, Broadway plays, grand operas, educational programs, cultural presentations, sports spectacles . . . other outstanding programs not now available on tv."

Skiatron said that a cable pay-tv system has more promise than the broadcast variety. It is possible to have more channels, better picture quality, and a more dependable service, the FCC was told. The company said cable development is moving ahead rapidly and "will be able to operate with ever-increasing efficiency and capability and ever-higher quality performance."

## Gala Bow For "Steal"

HOLLYWOOD—The invitational world premiere of William Wyler's "How To Steal A Million" has been set for July 13 at the Egyptian, Hollywood, it was announced by Richard D. Zanuck, vice-president in charge of production at 20th Century-Fox.

Following the black-tie premiere, guests will be entertained at a gala party honoring Wyler's winning of the Irving Thalberg Award from the Academy of Motion Picture Arts and Sciences. Producer Fred Kohlmar and director Wyler will unveil 40 authentic forgeries of famous paintings in the style of the great masters.

## Legal Battle Ends

NEW YORK—Embassy Pictures Corp., Sostar S.A., and Carlo Ponti have discontinued all legal actions among them, it was disclosed by the parties involved.



## Every Promotional Tool Sells Col.'s "Born Free"

NEW YORK—Columbia Pictures is making extensive use of every promotional technique for the New York engagement of "Born Free" at the Loew's State and Coronet Theatres.

The high-powered promotional campaign, used for the first time with the long run hold-over engagements of the film in Los Angeles, Washington, and San Francisco, includes direct selling methods, an extensive screening program, and the wide use of various mailings to reach people of all ages with information about the film.

A special group sales team is being used to handle the direct selling campaign by contacting all organized New York youth activities such as summer schools, day camps, recreation centers, church groups, and libraries, as well as various women's clubs and other adult organizations.

The extensive screening program was mobilized to reach the area's opinion-makers, including such groups as the United Nations African representatives, the New York Newspaper Women's Association, the New York City Association of English Teachers, and the New York Zoological Society.

Columbia has also initiated a youth market public relations program spearheaded by WNEW-TV's popular children's celebrity, Sandy Becker. The youth market campaign culminated in a special Saturday morning premiere at the Loew's State, when Becker hosted a screening of the film for his fans.

WNEW is also running various contests and give-aways on three of its regular television programs, including the Sandy Becker Show, the Chuck McCann Show, and the Wonderama program. Theatre passes, the MGM soundtrack album, toy lions, and the book by Joy Adamson are prizes.

Columbia has also set a tie-in with Land Rover and F.A.O. Schwartz for a window display in the toy company's exclusive Fifth Avenue store, which is also selling tickets to Loew's State and the Coronet at its second floor Children's Box Office.

Land Rover began the promotion with a tie-in ad in last Sunday's New York Times Amusement Section, and is further cooperating with a special "safari shuttle service," which involves three of the company's vehicles that are being used to transport patrons from three mid-town Horn and Hardart establishments to each of the theatres.

In addition to the "safari" tie-in, Horn and Hardart is aiding in the "Born Free" promotion with display materials in its metropolitan establishments.

Land Rover is also touring three of its vehicles throughout Manhattan with posters containing local playdate information.

Besides the wide publicity provided by the WNEW contests and give-aways, "Born Free" will receive additional coverage on the station's Wonderama program on July 3, when Carl Foreman will appear for a special interview and to narrate and comment on segments from four of the featurettes shot on location in Kenya during the filming of "Born Free."

Mrs. Carl Foreman appeared on WNEW's Romper Room program to relate her experiences in Kenya during the shooting of the film, providing further radio publicity for the New York engagement.

The comprehensive mailing program set up by Columbia has included the distribution of "Born Free" charm bracelets to women commentators in the radio and tv field; National Education Association letters of recommenda-

## Final Report By N.Y. Legislators Cites Need For Obscenity Vigilance

### WB Pities All Cowards; Film Gets Horror Alarms

NEW YORK—Warner Bros. will introduce two important motion picture health-safety devices—the Fear Flasher and the Horror Horn—in the Technicolor thriller, "Chamber of Horrors."

The devices are designed "to alert the weak-of-heart as well as unashamed cowards," according to a Warner Bros. spokesman. At four so-called "Supreme Fright Points," the Fear Flasher will shine from the screen and the Horror Horn will sound its buzzer-like alarm to notify members of the audience that one of the film's most terrible moments is coming. Patrons may then decide whether to turn away, close their eyes, cover their ears or face the consequence.

"Most moviegoers will be able to stand the emotional pressure of lesser fright points in the film," the spokesman said, "but these four supreme instances may be more than some people can take. The Fear Flasher and Horror Horn will give them ample warning to protect themselves."

### Exhib Cooperation Asked For New Fox Pressbooks

NEW YORK—Ira Teller, 20th Century-Fox advertising manager, asked cooperation of exhibitors in making the company's new pressbooks successful.

Teller said, "We need your help to make this new concept in pressbooks successful. We designed this new book in order to eliminate the great amount of waste involved with the ordering of pressbooks. Certainly, our new look sets us apart from the pressbooks provided by other film companies. However, we understand that you supply National Screen with a basic order of pressbooks for all the companies and that this order is based on the fact that extra pressbooks are needed because you are often forced to destroy advertising material when it is printed back to back. Since we have eliminated this factor from our pressbooks, we are asking you to re-evaluate your needs when ordering for Fox pictures."

"We are asking that you give us special consideration because we feel we have done something for you which is indeed very special. We would very much appreciate any of your suggestions, and thank you for your consideration."

tion to its more than 1,000,000 members; an MPAA mailing to more than 30,000 women's clubs, newspapers, and clergymen; a special mailing of bulletin board display materials to more than 13,000 libraries across the country; and information sent out by the New York Association of English Teachers to 3,500 of its members throughout the metropolitan area.

Columbia has also distributed study guides and special "Born Free" heralds to schools across the nation, including both elementary and secondary institutions throughout New York City.

ALBANY—The 14th annual and final report of the Joint Legislative Committee on Offensive and Obscene Material, after taking cognizance of the fact that N.Y. State's 1921 film licensing law had been declared unconstitutional by Court of Appeals in June, 1965 said, "The Committee believes the time may have arrived when law enforcement against motion pictures should be undertaken by police and prosecutors throughout the state."

The Committee pointed out that sections of the penal law dealing with minors "apply" to motion pictures as well as to books or magazines. Their penal enforcement against theatre operators "may well be more effective than any civil restraint." Likewise, the report added, "Section 1141 of Penal Law may now be enforced against obscene motion pictures, since the protection afforded to licensed pictures no longer applies."

The report acidly observed that the U.S. Supreme Court "granted review and reversed the Court of Appeals" in a brief decision March 15, 1965, citing *Freedman v. Maryland*. Thus, without considering "the primary question of obscenity," the Supreme Court held Section 122, Education Law, invalid. The entire film licensing process was ruled unconstitutional simultaneously.

After considering the problem the Supreme Court raised as well as the trend of court decisions in the recent past limiting the interpretation and applications of the licensing statute to "the restraint, even under carefully guarded criteria, of only that which is blatantly offensive," the Joint Committee decided not to introduce new licensing legislation this year.

Whether the new Joint Committee on Crime, Its Causes, and Effect on Society (merging the obscenity committee with two others) will take a leaf from the pages of the departing JLC, time will tell. Chairman Jules Sabbatino and other leaders hope this course will be followed, and that a conference will be called of all district attorneys in the state to discuss the present legal situation with respect to "obscenity" on the screen and to devise a strong program of enforcement.

The Committee's "experience" in recent years, from its own investigations and from the testimony heard at many hearings, indicates great need exists "in the area of protecting minors and in barring their admission to theatres which consistently show movies depicting extreme violence and brutality which borders on sadism, sexual perversion, nudity, and immorality." The several years' study of an "effective manner" of classifying motion pictures "acceptable" for viewing by minors should be continued, the Committee report stressed.

It listed and briefly discussed the four bills the Joint Committee introduced this year, three of which passed the Assembly by large majorities.

### Katz Quits Variety Posts

CHICAGO—Universal publicist Ben Katz has had to relinquish his dual offices in the Variety Club of Illinois due to the press of other business.

Chief barker David Smerling appointed Henry G. Plitt, B & K president, to the board of directors, and Andy Nickols as press guy, filling Ben's two positions.



# 96-Seat Screening Room Becomes Third In Durwood Intimate Circuit

KANSAS CITY—The Screening Room is to be opened in downtown Kansas City early in July by Durwood Theatres as a new development in the intimate motion picture theatre. A former cocktail lounge next door to the Midland Theatre entrance has been converted to the new little theatre.

An unusual decor and seating arrangement is designed to achieve a cozy atmosphere. The Screening Room will have but 96 seats in a pit type of seating, it is explained by Stanley H. Durwood, president.

Several new wrinkles are expected to make attending the new theatre a pleasant and unusual experience apart from usual theatre going. One such step will be closing the box office when on-screen time begins. No one will be admitted until the beginning of the next program. Drinks and candy will be dispensed by automatic vending machines.

A printed program is planned to accompany each change. It will include cast, synopsis, and coming attraction information, and will feature a "movie quiz" for patrons. Slides with stills from old productions, info about stars and new releases will be shown by automatic slide projector during the go-in and intermissions. Patrons may check the answers on the program quiz, and a weekly prize will be given for the nearest correct answer.

The pit type of seating with push-back chairs on four levels is in a semi-circular pattern, and adapts readily to these innovations.

"The Screening Room might be called the exhibitor's answer to the theatre in the round," said M. Robert Goodfriend, Durwood general manager in Kansas City.

The policy is to be single feature, top quality commercial product or first run art releases of mature appeal. The initial attraction is to be Seven Arts' "Sleeping Car Murders." Admission is to be the going first run rate.

The Screening Room will be the third little theatre for the Durwood circuit here, and the tiniest of all. The Studio Theatre opened about three years ago in the downstairs lounge of the Midland Theatre with about 150 seats. The Academy Theatre, with 136 seats located in the upper lounge of the Empire Theatre, was the second demi-tasse venture for Durwood.

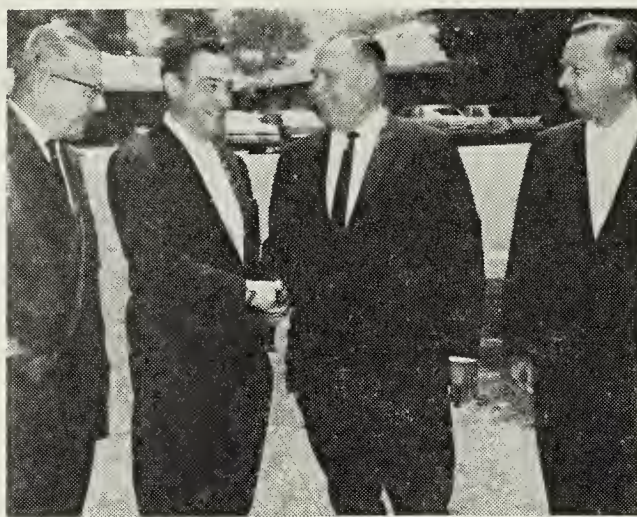
As major downtown theatres, Durwood operates the Capri with road show attractions; the Empire with Cinerama; the Midland with road shows; the Roxy with first run continuous showings. Addition of The Screening Room will give the circuit seven theatres operating in the tight downtown loop.

## R & C Adds B

NEW YORK—The public relations firm of Rogers & Cowan, Inc., has changed its corporate name to Rogers, Cowan & Brenner, Inc., according to an announcement made today by Henry C. Rogers, chairman, and Warren J. Cowan, president.

Mrs. Teme C. Brenner, executive vice-president of the firm, joined Rogers & Cowan in 1954. She had previously been on the editorial staff of Look, and served as magazine editor in the publicity department at Paramount Studios.

Mrs. Brenner was appointed vice-president and became a stockholder of the firm in 1963 and was named executive vice-president the following year.



Edward Muhl, Universal Picture vice-president in charge of production at Universal City Studios, recently welcomed Fred Thomas (left) and Frank Poole, managing director and general sales manager, respectively, of Rank Film Distributors, Ltd. At right is Melville Tucker, U production executive.

## Legal Woes Add Up For Michigan Exhibitor

GRAND RAPIDS, MICH.—Some one should write a dirge entitled "The Floyd Bloss Blues." Nobody, but nobody, has been to court so much since the Paramount consent decree.

For about a year, when he began showing nudies in various locations, he's spent more time in lawyers' offices than at his theatres.

First, there was a long court battle, temporary injunctions and finally a permanent one because neighbors complained they could see his screen from their yards. Then, he sued various newspapers which wouldn't take his ads. Then, he was unable to get a license for a new house.

Last week, he was found guilty of running an obscene film here in the Kent County Circuit Court.

Immediately thereafter, Judge Fred N. Searl dismissed Bloss' lawsuit in the amount of \$250,000 against the Paris Township and four individuals whom Bloss accused of forcing him out of business in the Star Dust Drive-In Theatre (the one visible in the back yards).

Immediately thereafter, Bloss turned up in the same court charged by Nicholas Kuris with not having lived up to a contract to sell his (Bloss') interest in the Capri for \$9,500. Kuris wants Bloss forced to pay or deed the Capri back to him.

Bloss is due for sentencing about the time this appears in print.

## Kodak Experts Revise Work

ROCHESTER, N.Y.—Significant recent advances in the scientific fields related to the silver halide photographic process are presented in the Third Edition of "The Theory of the Photographic Process," written by chemists and physicists of the Kodak Research Laboratories.

The new edition represents a complete re-writing of the Second Edition, published in 1954. A large amount of new material has been added.

## Gulf & Western To Acquire Paramount In Merger Plan

NEW YORK—Paramount Pictures would be acquired by Gulf and Western Industries under a plan agreed to in principle by the two companies' boards, according to a report in THE WALL STREET JOURNAL.

Paramount stockholders would receive about \$90 in Gulf and Western securities for each Paramount share. Gulf and Western, which currently owns 12 per cent of Paramount's outstanding stock, would acquire the balance through an exchange offer valued at \$126 million.

Paramount stockholders will receive about \$2.50 a share in annual dividends if the merger goes through, the companies said, up from the present \$2 yearly dividend on Paramount stock.

The proposed merger had been expected since April when Gulf and Western came to Paramount management's rescue by buying a nine per cent Paramount stock interest from two dissident directors, Herbert Siegel and Ernest Martin, thus ending a threatened proxy fight against the company and bringing the resignation of the dissident directors.

THE WALL STREET JOURNAL report indicated that under terms agreed to in principle by the companies' boards at separate meetings, each Paramount share outstanding would be exchanged for the following: the equivalent of \$35 market value of Gulf and Western common stock; the equivalent of \$35 market value of Gulf and Western Series B \$3.50 cumulative convertible preferred stock; and 21-100ths of a new \$5.75 preferred Gulf and Western stock with a redemption and liquidation value of \$100 a share.

Gulf and Western shareholders in May approved a 3-for-1 common stock split, payable July 1 to shares of record June 15. Authorized common was increased to 15 million from 7.5 million, to pave the way for the split.

The market value of the Gulf and Western common and Series B preferred stock for purposes of the transaction would be the average closing prices of the respective stocks on the New York Stock Exchange during a 15-day period following the mailing of a proxy statement to Paramount shareholders.

In the event the average price of Gulf and Western's split common during that 15-day period is more than \$38 a share, that price will be deemed to be the average price, while \$26 a share will be considered the average price if the common averages less than \$26 during that same period, according to the proposal.

The plan states that if the average price of the Series B preferred during that period is more than \$142.50, that it will be considered the average price. Should the average price in that period fall below \$97.50, that will be considered the average price.

The companies said it is expected the new \$5.75 preferred stock will be listed on the New York Stock Exchange. The issue will be non-callable for five years, and callable thereafter at a declining price beginning at \$105 a share.

A sinking fund will be provided beginning in the sixth year to retire the issue at a rate of five per cent annually.

The proposed merger is to be recommended to shareholders of the two companies provided that independent financial advisers confirm to the concerns' directors that the transaction is fair and that the securities offered Paramount shareholders have a value of about \$90 a share.



## N.Y. Film Festival Ready For 35 Or 16mm Entries

NEW YORK—Lincoln Center's Philharmonic Hall, which will house the fourth New York Film Festival Sept. 12 through 22, is currently being equipped with the most modern of the new 16mm theatrical projection machines, it was disclosed by Festival director Amos Vogel.

Vogel stated, "16mm has traditionally been the gauge of creative experimentation advancing the art of cinema in both style and content. New projection devices have now made it possible to successfully equip a theatre the size of Philharmonic Hall (capacity 2800) for the presentation of specialized film fare not available in commercial 35mm release.

"Since the inauguration of the New York Film Festival four years ago, Lincoln Center has had a special interest in encouraging the work of the independent film makers. Our interest has taken the form of presenting 35mm films created by leading independents in the field: "The Brig" (Jonas Mekas), "Nobody Waved Good-bye" (Don Owen), "Nothing But a Man" (Michael Roemer), "Hallelujah the Hills" (Adolfas Mekas), and a large number of independent shorts.

"Now films in the 16mm gauge, previously limited in their audience exposure and created by new young directors on modest budgets, can be premiered for the first time at Lincoln Centers international film festival."

Feature-length films and short subjects, in both 16 and 35mm. are currently being sought by the Festival.

## FWC Promotes Managers

LOS ANGELES—Marking his first managerial assignment on the west coast, Arthur D. Hawkrige, formerly manager, Ogden, Denver, has been transferred to the Fox, Santa Paula, Calif., it is announced by John Klee, Pacific Coast division manager of Fox West Coast Theatres, subsidiary of National General Corporation.

Hawkrige will succeed Richard Steitz, who has been called to active duty in the U. S. Navy and is on military leave of absence from the company.

Upped from assistant manager posts were James C. Allen, named to manager, Granada, Ontario, Calif., and Harry Brady, appointed to manager, U.C., Berkeley, Calif. Tom Feezel, manager, U.C., has been transferred to the Fox, Oakland, Calif.

## Contest Spurs "Lady" Dates

NEW YORK—RKO Theatres, S. Klein Department Stores, and Lerner Shops are getting together to offer some lucky person a trip to London. Contestants come into any RKO Theatre, S. Klein Department Store, or Lerner Shop and pick up an official entry blank containing an incompleated "My Fair Lady" limerick.

The Grand Prize includes a week's stay at the London Hilton, transportation via Pan American Airways, plus \$200 in cash for meals and expenses. Guest tickets to RKO Theatres are also being offered to 50 runner-ups.

This contest is being held in conjunction with the no-reserved-seats, continuous-showings engagement of "My Fair Lady," opening on the RKO circuit on Wednesday, June 29.

# New Theatres, Automated Booths Enliven English Industry Scene

NEW YORK—William G. Altria, editor of England's Kinematograph Weekly, and Stanley C. Collins, advertising manager, were entertained by the international film relations committee of the Motion Picture Export Association of America in the Association's headquarters. The meeting was called by Arthur Pincus, Metro-Goldwyn-Mayer, chairman of the committee.

Because this is the first trip to the United States for Altria and Collins, the luncheon provided an opportunity for them to meet all of the foreign publicity directors of the major companies who could be present. The visitors then left for Hollywood, where they hope to meet the studio heads and members of the studio publicity directors committee.

The discussion developed some interesting facts about the theatre situation in Great Britain. Though the number of theatres during the past 20 years has declined from some 6,000 to approximately 2,000, cinema attend-

ance and grosses have held up quite well. The older cinemas have had to close. For the last several years, there has been a concerted drive to build new theatres in residential developments. These theatres usually have about 600 seats, rarely over 1,000. Both the Rank and ABC Circuits have been conducting definite programs of refurbishing and construction.

As in other parts of Europe, the theatre frequently is in a below street level location and does not involve a complete building, as is usual in the U. S. The most interesting development in Great Britain is the fully-automated cinema that puts on a complete program with a fully-automated projection booth.

Present at the meeting, in addition to Pincus, were Ashley Boone (United Artists), Amand Cardea (Paramount), Joel Coler (20th Century-Fox), Kevin Doyle (Columbia), Charles Garrett (Allied Artists), Michael Hoffay (Columbia), Guenter Schack (Paramount), and Taylor Mills (MPAA).

## Jo-Mor Remodels Little

BUFFALO—Managers of all the local distribution companies and many western New York exhibitors accepted the invitations of Jo-Mor Enterprises, Inc., headed by John Martina and Morris Slotnick, to attend the invitational premiere of "Arabesque," starring Gregory Peck and Sophia Loren, in their newly remodeled Little Theatre, Rochester.

The Little is the newest acquisition of Jo-

Mor Enterprises, and the new operators have installed new seats, renovated the lobby, the theatre itself, and the lounge area.

Jo-Mor is also in the progress of construction of a new theatre in the Panorama Plaza, Rochester, to be named the Panorama. The opening attraction will be "Khartoum." The new house is expected to open late this summer.

## Dehner Forms Indie

HOLLYWOOD—Actor John Dehner has announced the formation of his independent production company, J. D. Productions. Dehner states that one of the primary functions

of the company will be the acquisition of properties. Dehner is currently negotiating with writers for original properties in which Dehner would star in the film version.

## MOTION PICTURE ASSOCIATES FOUNDATION, INC PHILADELPHIA

*Is Honoring* **PARAMOUNT'S**

**JOHNNY KANE**

Newly appointed Paramount Indianapolis Branch Manager  
with a Luncheon, Wednesday, July 13, 12:30 P.M.

North Cameo Room, Bellevue Stratford Hotel

Call Stanley Adleman, WA 5-3944 for tickets



**STATES FILM SERVICE**

CINCINNATI

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**NEW JERSEY MESSENGER SERVICE**

**MEYER ADLEMAN, Pres.**



# Power Of Film Medium Stressed By Preminger To La. Legislators

BATON ROUGE, LA.—The Louisiana Legislature's invitation to Otto Preminger to address both its houses signified "an appreciation for films as a powerful means of communication," the producer-director said in his speech.

The first representative of the motion picture industry to ever address the Louisiana Legislature, Preminger said that "our films reflect the democratic way of life and enjoy freedom of expression as in no other country in the world."

Delivering his speech after one by the Legislature's other guest of the day, Governor George Wallace of Alabama, Preminger noted that "it is a testimonial to this freedom of expression, of this right to disagree, that I am here today and that you have another guest who probably will not agree with me on most matters."

"But this doesn't matter. I believe that this tradition of disagreement without fear has made this nation great and will keep it great in the forefront of the fight for freedom, culture and equality."

At the conclusion of his speech, Preminger introduced members of the Legislature to George Weltner, president of Paramount Pictures Corporation, who flew into Baton Rouge from New York for the occasion.

Preminger is in Baton Rouge for the filming of "Hurry Sundown," the first motion picture to be shot in its entirety on location in Louisiana. Michael Caine, Jane Fonda, and Diahann Carroll head the all-star cast of the Paramount release, which is based on the best-selling novel by K. B. Gilden.

## Gen. Cinema Leases D-I

BUFFALO—Nathan R. Dickman is managing the Young Street Drive-In, Tonawanda, which has been leased by General Cinema Corp., from the Tonawanda Theatre Corporation, of which Harry L. Berkson is president and Dickman secretary. Berkson and Dickman also operate B&D Enterprises, Inc., independent film distributors.

Dickman is a past chief barker of the Buffalo Variety Club and was general chairman of the Tent 7 Telethon for two years. Berkson is at present first assistant chief barker.

The Young Street out-doorer is the newest in the Buffalo area and one of its features is a novel indoor and heated auditorium, from which customers may view the screen in cool and inclement weather.

## Cukor Fellowship Awarded

LOS ANGELES—University of Southern California student Matthew Robbins has been named winner of the 1966-67 George Cukor Fellowship for graduate cinema study.

The \$1,750 grant provides tuition, fees, and other costs for a year's study leading to a master's degree in any field of cinema. Robbins was chosen by faculty vote on the basis of scholarship and aptitude.

The 22-year-old student attended North Senior High School in Great Neck, N.Y. He earned a B.A. at Johns Hopkins University, majoring in romance languages, before coming to USC to study cinema.



On location in Novi-Sad, northeast Yugoslavia, Virna Lisi watches the ducks go by while relaxing for her role as a Rumanian peasant woman on the set of MGMs "The 25th Hour."

## RCA Names Manager

DEPTFORD, N. J., June 29—Appointment of John E. McKelvey as Manager, Distributor Sales, RCA Parts and Accessories, was announced by Paul R. Slaninka, Manager, Commercial Operations.

A veteran of 27 years with the Radio Corporation of America, Mr. McKelvey will be responsible in the newly created post for the development and implementation of policies and programs aimed at providing optimum sales of RCA Parts and Accessories' products in the distributor market.

Mr. McKelvey has been supervisor of such operations as receiving, inspection, packaging, shipping, Manager, Government Customer Service; Ordering, Inventory Control and Services; Administrator of Sales Promotion; Administrator of Consumer Products Coordination and, most recently, the Management Sales Representative for the Northeast Sales Territory.

# Automatic Furnace Brings Strike; Strand, Providence, Stays Dark

PROVIDENCE, R. I.—The independently-owned Strand, only one remaining in active operation in the downtown area, which now only has three houses running full time, was recently closed for a so-called "two weeks employees' vacation" (something unusual for this 50-year-old theatre) and was scheduled to reopen on June 22. However, the Washington Street house remained dark as Local 100, International Union of Operating Engineers, were out on strike. Members of the projectionists' union and stagehands refused to cross picket lines that had been set up.

The conflict stems from the fact that a new automatically-operated furnace has been installed, thus eliminating the jobs of four engineers who had been paid for 112 hours' work a week. John Maloney, president of the local Union, pointed out that each man receives \$77 a week based on 40 hours' work.

## WOMPI To Buy Books For New Montague Library

CHARLOTTE—The Women of the Motion Picture Industry, International, will purchase the first 25 medical and scientific volumes for the Montague Memorial Library and Study Center at Will Rogers Hospital, Saranac Lake, N. Y. The center was officially dedicated and opened June 10.

In addition, member clubs will participate in the "Book Plate Program" for the Library and Center by obtaining in their respective territories sponsors of volumes at a minimum contribution of \$25 each.

A book plate will be attached to the first board of each volume. The "Ex-Libra" of the Library and Center will have space for donors' names. Pairs of plates will be made for each volume. One will be inserted in the volume and the duplicate will be matted and sent to the donor. The donor's plate will also have the name of the volume and shelf location inscribed on it.

In addition to these two newly adopted projects for the benefit of Will Rogers Hospital, WOMPI sponsors annually a room at the hospital in the amount of \$2,000. Member clubs also assist distributor and exhibitor area chairmen with audience collections and clerical work.

## Mann Loaned To Mirisch

HOLLYWOOD—Delbert Mann has been loaned out by Biography Productions, Ltd., to The Mirisch Corporation to direct "A Garden of Cucumbers," it was announced by Walter Mirisch, who will produce the new comedy as a Mirisch-DFI, Inc., production for United Artists release. DFI is the company owned by Dick Van Dyke, who stars in the picture which begins filming Oct. 1 at Goldwyn Studios.

## U Pact For LeRoy

UNIVERSAL CITY, CALIF.—Universal has completed negotiations for a new contract with Mervyn LeRoy, one of the industry's foremost producer-directors, it was announced by Edward Muhl, vice-president in charge of production.



## Interstate's Northgate Bow Stirs El Paso Citizenry

EL PASO, TEX.—Interstate Circuit, Inc., opened its newly completed Northgate Theatre June 23 in El Paso with a gala invitational preview party. The screen attraction was "The Glass Bottom Boat."

The official opening for the general public the next evening was marked by colorful festivities attendant to the first performance of "Doctor Zhivago," the theatre's premiere film, which opened a road show engagement.

Searchlights, red-carpet, on-the-spot television and radio coverage, and a ribbon-cutting ceremony, with El Paso civic leaders and Interstate officials from the Dallas home office in attendance, preceded the screen program on both June 23 and 24.

A capacity crowd of 900 persons attended the invitational preview, including civic, business, and religious leaders of El Paso, merchants of the vast, new suburban Northgate shopping center, and representatives of newspaper, television and radio, as well as executives of motion picture distributing companies.

A cocktail party and buffet dinner at the plush downtown El Paso Club preceded the showing of "The Glass Bottom Boat."

William E. Mitchell, vice-president and general manager of the Texas Consolidated Theatres division of Interstate Circuit, Inc., said the \$325,000 theatre is a well-designed modern structure constructed with patron comfort and the finest screen presentation in mind.

Designed by Nesmith Lane and Associates and built by Karam Construction Co., the exterior of the building features reinforced concrete columns exposed for architectural relief and a built-up gravel surfaced roof. The 900 seats are on one floor.

Front is of face brick and imported Italian marble. A canopy extends the full width of the entrance and down the side to the auxiliary lobby exit. It is faced with porcelain enamel panels with aluminum trim across the top and bottom. Set in the center portion of this canopy face is a 32 foot long, brightly lighted, attraction board for changeable plastic letters.

Access to the lobby from a roomy glassed-in boxoffice set to the side is through a full glass and aluminum entrance, featuring bronze tint glass and special duranotic finish aluminum frames and doors set into the aluminum. The sidewalk is colored with a pattern of quarry tile. The lobby also features a quarry tile floor, decorative brick walls, areas of vinyl covered walls, a glassed-in manager's office, large lounge area, and a large concession bar of maintenance-free formica. Entrance to the standee area is through formica covered doors. In the drinking fountain area, a built-in planter is separated from the auditorium by a decorative rail and bright red drapes.

Auditorium features a colored concrete floor, Geo-acoustic block on the walls, car-

*(Continued on next page)*

## The NEW YORK Scene

By Mel Konecoff

JOSEPH E. LEVINE, PRESIDENT OF EMBASSY PICTURES, HOSTED ONE OF his usual distinctive luncheons at the Four Seasons to announce that he has closed a deal with prominent Japanese director Akira Kurosawa to make a unique feature tentatively entitled "The Runaway Train." Levine will serve as executive producer, and an American co-producer will also be selected.

Shooting will start in mid-September with an all-American cast, including several star names. The location setting will be between Syracuse and Rochester, where the incident occurred, with interiors to be filmed in New York.

Levine was pleased at the opportunity to make a film with the noted director, terming it an unexpected pleasure. He was particularly moved since this was Kurosawa's first film outside of Japan and also his first film in color. One of the reasons that Kurosawa agreed to make the film is that he's been nuts about locomotives ever since he was a child, and he's always wanted to do a film about them. In keeping with the theme, Rosalie Levine had toy trains running around each table with frosted gingerbread stations also thereon, which added a cute touch. When Levine heard that his director was that crazy about trains, he wished out loud that he had known of this before, intimating that the contract terms might have been more in his favor.

No budget has been set on the color production because the final script has not been completed. Kurosawa, while here, visited a number of sites to be used in the filming and was also assured of New York Central cooperation. One of the reasons he never made a film outside Japan before was that he never cared for the scripts that were submitted to him. The film is being financed fully by Embassy, which will also have distribution rights in Japan. About 16 weeks will be utilized for the shooting, and release will take place next year. Levine hoped that this entry will be the first of at least four pictures that they will make together.

Kurosawa, who didn't understand much English, stated through an interpreter that he wanted to thank Levine for accepting his story idea and for his hospitality. He promised to do his best to make the film a good one. Levine drily noted that despite Kurosawa's inability to speak or understand much English, he manages to understand Levine when he talks to him, which is indicative of something or other.

**OPENING: ANOTHER NEW THEATRE MADE ITS BOW IN THE AREA, THIS time on rapidly expanding Staten Island, once known as the orphan area of New York City. Fabian Theatres' Island Theatre was unveiled for distributor representatives, other exhibitors, local officials, and assorted fressers, who came, admired, and enjoyed the hospitality of the messers Si Fabian, Sam Rosen, and Ed Fabian.**

The thousand seat, four-walled beauty has risen on the site of a former drive-in owned by Fabian, which proved more economic in the long run what with land sale, lease-back, etc. It borders on what will eventually be a large shopping center. Parking capacity will eventually come to 400. The comfortably-sized house, tastefully done in red, white, and black, came from the boards of architect Robert Kahn. Operation will be continuous, with the opening attraction "My Fair Lady."

Spotted among the well-wishers were Charlie Boasberg, Nat Nathanson, George Waldman, Herman Ripps, Ben Sherman, Ben Smerling, Joe Rosen, Abe Dickstein, Hank Goldman, David Rosen, Len Gruenberg, Mel Maron, Charlie Smakwitz, Harold Zeltner, John Burlinson, etc.

**MORE PRODUCT: A RELATIVE NEWCOMER ON THE DISTRIBUTION SCENE,** Golden Arrow Films, reported through vice-president Alvin Bosar and Dan Kennis that they stand ready, willing, and able to supply both television and theatres with films in the future. Their source will be Russia and other countries, as well as films made in America. Many of the Russians films are new, never having been seen here before, and these will go the theatrical route first and then be made available for television.

Some of the classics that were seen in a few spots will be re-released, and all will be in English and color unless previously made in black and white. The deal to act as distributors for Russian-made product runs for five years, they reported, and it was not inconceivable that a number of co-productions will also be in order between the Russians and Golden Arrow, as well as in other areas.

At the moment, the pair reported that they stand ready to release to theatres a minimum of 12 features over the next 12 months, of which four will be Russian in origin. Several will be so-called children's films.

**THE METROPOLITAN SCENE: EVERY MAJOR MEN'S CLOTHING RETAILER, haberdashery, and department store across the nation has been invited to join in the promotion of local engagements of Mark Robson's "Lost Command" through displays of a red beret similar to those worn in the film by Anthony Quinn, Alain Delon, and George Segal. We look so jazzy in ours, but what does it mean when guys whistle at you? . . . Is that the same Vanessa Redgrave who will star as Queen Guenevere in "Camelot" who recently didn't express any great love for Americans? . . . Noah's Ark is being recreated on Broadway on a sign between 45th and 46th Streets. The Broadway Ark will be 11 feet larger than the original. Naturally, it's in connection with the forthcoming premiere of "The Bible" in September. . . . "Modesty Blaise" has gone horizontal—the pressbook that is. Remember when the new Fox pressbooks were issued in pad form with the pages flipping upwards? This one flips sideways and no cardboard backing—maybe it's less expensive. . . . The closing of the famed Hotel Astor on Broadway last week saw a couple of actresses stopping traffic with signs plugging the coming of Metro's new "Hotel Paradiso". . . . A repeat of the W. C. Fields comedy festival scheduled for July 5-10 for the Gallery of Modern Art.**



# LONDON Observations

by Jock MacGregor

PRODUCTION IS SWINGING HERE. TWENTY-TWO MAJOR FEATURES AND two tv series are shooting, and stages are booked for months. Indeed, I have even had to take to the air to cover it all. With a heliport included in Pinewood's \$1,000,000 studio development, Rank chartered a helicopter to fly guests from London for the opening. Alas, it took longer for me than driving the 18 miles door to door direct, but it was fun. First we were weighed, and it was found that the trade press men were too heavy to go together—must be all those receptions. One was off loaded. Then we had to don self-inflating life jackets—regulations as we flew over The Thames. Once airborne, the trip was swift and enjoyable.

The new block with two 112 by 86 foot stages with a height of 30 feet 9 inches to a revolutionary grid (from which sets, lights, etc., can be hung and adjusted by remote control), offices, services, and viewing gallery from which parties can watch and hear a unit at work without getting in the way is "Kip" Herren's brain child. Big, bluff, invariably wearing a whiter than white shirt and an aged cardigan, he is the studio boss who runs the place, arranges lets to producers, lays on services, and supervises countless other activities. In short, he is what makes Pinewood tick so efficiently. While never appearing flustered, he does occasionally look a bit hot.

The lunch at which his heads of departments and other studio workers joined Rank executives was for him a celebration. Not only was it a superb meal ("Kip" unashamedly enjoys his food—his ample girth is testimony to the excellence of the studio catering), but he admitted to feeling very proud. He was proud of the assembly, the exciting developments, and that Pinewood, besides being the home of Rank's own productions, is the base of so many other producers. Indeed, every American major, save MGM who have their own British studios, has worked there recently.

But what makes him particularly proud is Rank's faith in the film industry. "There is much talk of faith in the film industry," he told guests. "Everyone claims to possess it, but the only sort of faith that impresses people who earn their living in the industry is the faith that is demonstrated in bricks and mortar. To those who make films, as opposed to those who theorise about film making, two new stages are worth a great number of speeches." He paid special tribute to his team who he claimed had contributed to the project through endless talks, discussions, arguments, and even blazing rows. "It is very rewarding," he added, "to find, as I often do, especially at weekends, department heads with coats off and some instrument in their hands, doing unasked some intricate job to see if it can be done."

Already at work on the new stages were the James Clavell unit making "To Sir, With Love" with Sidney Poitier for Columbia release. I passed the "Funeral in Berlin" stage. The red light was on signifying shooting. I waited, the door opened, and a jubilant Harry Saltzman emerged. Director Guy Hamilton had got the last shot for this Paramount release. The rush was only just on for its rising star, Michael Caine. It was 4:30 pm on Friday, and he had a flight next morning for Louisiana, U.S.A., where he was starting on Otto Preminger's "Hurry Sundown" on Monday.

Currently, Pinewood is servicing 11 productions, and "Kip" related how a man "who should have known better" asked which was the most important. He told him that they were all important and that every man's pound buys 20 shillings there whether it is for a tv advertising flash or the biggest feature in years. It is this attitude, plus his personal drive and untiring efforts to keep all satisfied, that has made these studios so popular with so many British and American producers.

A FEW DAYS BEFORE, I HAD VISITED PINEWOOD FOR THE START OF George Brown's razzle-dazzle color musical for UA, "Finders Keepers," in which Cliff Richard and The Shadows star. Based on George's own idea, the story, "uproariously topical but discreet," concerns the effects of that lost American bomb off the Spanish coast on a visiting pop group who were to have had their big break at a nearby resort. I suspect somewhere between the 10 original song and dance numbers they will round up the spies, find the bomb, and make a personal hit. Robert Hutton plays the harrassed U.S. Naval Commander. Locations will be shot in Spain. . . . Rex Harrison, producer Arthur Jacobs, director Richard Fleischer, and the "Doctor Dolittle" executives looked a trifle self-conscious at the top table as pressmen sat at six round tables at a Savoy lunch before the unit, which will be serviced by Pinewood, moved to the first of three locations in a seven months schedule, Castle Coombe, allegedly Britain's loveliest village. I shall visit them, and fuller details can wait. 20th-Fox will not open this Todd-AO release before Christmas '67. . . . Yet another launching was at Les Ambassadeurs when producer-director Michael Winner, who scored a success on Broadway with "The Girl Getters," introduced his young cast for "The Jokers," headed by Oliver Reed, Gabriella Licudi, Michael Crawford, and Lotte Tarp, the Danish lovely. It will be shot entirely on location around London for Universal. Mauricc Foster and Ben Arbeid are producers. . . . Visiting from Northern Ireland, Willie Dowds was seeing distribution chiefs to tell them he is taking over the Ritz, Newtownards, where he already has the Regent, from ABC to give him a monopoly. Keeping him company was Charlie O'Dowda, who stages an annual premiere in aid of the Variety Club at his Regal, Portadown. . . . Pan Books are presenting four Jim Carreras horror hits in "The Hammer Horror Omnibus" paperback. . . . "Glass Bottom Boat" and "The Alphabet Murders" are being released together, making a Frank Tashlin unit program. . . . For the first time, the former Marble Arch Jacey news theatre, now an arter, is enjoying a first run concurrency of "Glass Bottom" with 20th-Fox's Carlton. . . . Giving a lift back to town to David Fishman, he confided that Jay Emanuel used to bounce him on his knee. He is the son of George who works at Warners in Washington, D.C., and is here on a special assignment for Joe Levine. . . . In a Compton shakeup, chairman Michael Klinger will head production; Alan Kean, distribution; and Tony Tenser, exhibition.

## McWilliams Expands Theatre Program Service

NEW YORK—Theatre programs for circuits and for individual theatres across the nation now are available in a variety of styles, at costs to fit any showman's budget, through Harry K. McWilliams Associates and the newly-established Pyramid Press. Veteran industry publicist McWilliams, president of both organizations, recently announced acquisition of new, high-speed press facilities in an expansion of his showmanship services to the film industry.

McWilliams, who has been preparing and distributing tabloid heralds and study guides for the major film companies, is streamlining his operation for one-day service.

Editor-publisher of International Film Arts News, McWilliams was a printer-newspaperman in Denver before entering the film business as a theatre manager. He was associated with Paramount Publix Theatre in New York, Denver, Toledo, Dallas, and Detroit; the Harry Huffman Theatres in Denver and other theatres; and he served as exploitation manager for Columbia Pictures, promotion coordinator for MGM on "Ben-Hur," ad-pub director for Samuel Bronston Productions, advertising and publicity relations director for Screen Gems, and numerous other executive publicity positions with various producers and distributors.

## Quinn, Cantinflas Map Film

MEXICO CITY—A Mexican motion picture production company has been formed jointly by actors Anthony Quinn and Cantinflas (Mario Moreno) with the filing of incorporation papers in Mexico City. The company will film their initial production, "Great Guns," in Mexico early next year. "Great Guns" will be shot in both English and Spanish.

## Interstate

(Continued from preceding page)

peted aisles, widely spaced seating and a fully draped wall-to-wall screen. The drapes are custom made of bright red material. The carpet is red with dark brown accent for the lounges, auditorium aisles, standee area and manager's office.

The seats are of red metal with black nylon upholstery. They are in staggered arrangement.

The theatre has Century projectors, Strong Futura Lamps, custom stereophonic sound, controlled no-glare lighting and year round air conditioning.

The theatre was built in 120 days under the supervision of Martin A. Wood, construction engineer for Interstate.

The El Paso newspapers, the Times and Herald-Post, saluted the Northgate with special 12-page tabloid sections.

A highlight of the opening was an Interstate-produced six-minute film on El Paso, showing scenes of the city and lauding its leaders, industries, churches, schools, military and news media. The film was applauded both evenings.



## ALBANY

John G. Wilhelm, former 20th Century-Fox branch manager and now a partner in Wilhelm-Thornton Theatres as well as buyer-booker for independent accounts, who was long one of Father Patrick Peyton's "Family Rosary Crusade" supporters, learned with interest that "Father Pat" had come to Albany for celebration of Mass on the 25th anniversary of his ordination and for a dinner that followed at St. Rose College. Father Peyton launched the Crusade here in the early 1940's and broadened it to include 78 countries. . . . The Capri, Binghamton, plugged "Closing Days" for 20th-Fox's "The Sound Of Music" in communities 40 miles away. . . . 20th Century-Fox Licensing Corporation registered a certificate to conduct business in New York City with the address given being the home office of that company. . . . Children's Rehabilitation Foundation of Variety Club of Buffalo, N.Y., maintaining offices in Erie County, registered a certificate of amendment with the Secretary of State. . . . Inflight Motion Pictures, Inc., of Delaware, registered a certificate of change in address with Department of State.

## BOSTON

Joseph E. Levine, Boston-born film exhibitor-distributor, who is now an international film producer, came back to his home town on the trail of his new Paramount release, "Nevada Smith," and did the town up in the usual Levine fashion. A press, radio, and tv luncheon was held at the Ritz at noon, and in between, Levine went to all the radio and tv stations to make personal appearances in behalf of the picture, which will open in downtown Boston at the Mayflower, and multiple run in drive-ins and hardtops around the territory. Paul Levi set up the details of Levine's visit for Paramount, and George Kraska, Levine's "man in Boston" for many years, assisted. Following his Boston visit, Levine left for his yacht to get in some sailing.

John Huston told of filming "The Bible" at a press luncheon here and reported that "it has a strange kind of popularity with the people who have seen it so far. Some of them go back and read the Bible, sort of to check up, I guess. It's been a revelation to find out that the Bible is not all that well known." Huston, who also plays Noah in the film, said the picture took 1½ years to finish. He said he is working now on a script titled "The Lonely Passion of Judith Hern" with Katherine Hepburn. . . . "The Russians Are Coming The Russians Are Coming" set an attendance record for a non-holiday weekend at the Beacon Hill and smashed the alltime grossing record previously held by "Tom Jones." The UA film, heavily exploited with a big advertising campaign in newspapers, radio, and tv, was also well publicized with showmanship stunts such as lettering the title of the film in red on sidewalks and driveways. "The Russians Are Coming" grossed a sensational \$28,000 for its first week, topping the \$26,000 "Tom Jones" record, which was for Christmas week of 1964.

## BUFFALO

Editing and animation of a new motion picture is currently underway in Buffalo. The film will be ready for release on or about Sept. 1, and, while it is unlikely to ever reach the screen of any public theatre, it is almost certain to be viewed by more persons than some films emerging from the west coast studios. The film carries the less than exciting title, "Oceanographic Prediction Systems." Most of its proc-

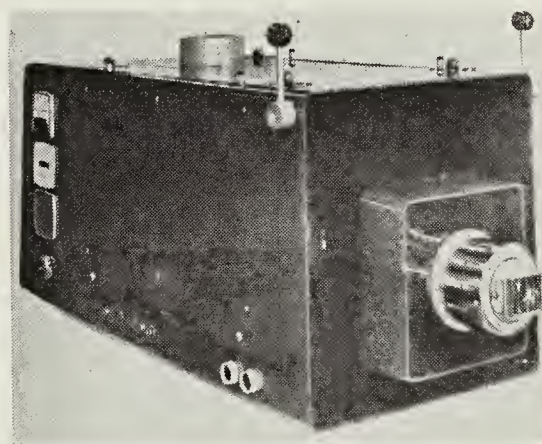
essing is being done at a converted dairy at 20-28 Mesmer ave., and it is one of almost 15 presentations Academy McLarty Productions, Inc., has in working stages. The company is not a unique one although there are few in the country that are in its category. The firm was organized in 1959 after a merger of a Buffalo organization and a Syracuse studio and is primarily engaged in the production of highly technical training films. "We have prime contracts with the Air Force and Navy for training films and more motivational type films," company president Franz E. Hartman stated. Several nationally prominent individuals have been involved in various Academy McLarty presentations, including Chet Huntley, Dave Brinkley, Ben Grauer, and Truman Bradley, who have served as narrators and occasional in-film personalities in various productions. The company's oceanography film has been designed primarily for showings to visiting brass who come to the Naval Oceanography Laboratory in Suitland, Md. The local staff, surprisingly small for the scope of its work, numbers 15 in all. . . . Fillmore L. Hall, general manager, Crystal Beach, has been given an honorary mention award from the International Association of Amusement Parks "for his significant contributions in the field of safety." . . . Two old timers in the theatre equipment business met in the Buffalo branch of National Theatre Supply and had a long talk about the good old days. The duo were Al Becker, Buffalo's oldest projectionist as well as theatre supply dealer, and Frank Spreter, formerly operator of the Auburn (N.Y.) Theatre Equipment Co. Jerry George, longtime manager of the local office of NTS, got a great kick from listening to the tales of yesteryear. . . . John Martina, Morris Slotnick, William Laney, James Mohr, and Gerald Cooper were among the new members of the Variety Club of Buffalo inducted at the general meeting of Tent 7. Chief barker Al Petrella reported on the London convention and discussed the events planned for the summer. He also talked about the 1967 international convention, May 16-19 in Mexico City, and past chief barker Thomas W. Fenno urged barkers and barkerettes planning to attend the Mexico pow-wow to make reservations early. . . . Frank Qunilivan, Dipson district manager; Emil Noah, manager; Jerry Westergren, Buffalo area Dipson ad-pub chief; and Charlie Funk, 20th-Fox advertising-exploitation representative, put on a real red carpet premiere for "The Blue Max" in the Kensington. There was a parade, searchlights, lobby interviews by radio and tv as well as the press, flowers everywhere, and prominent citizens and city officials in the audience. There are new push-back seats in the house, which has also been redecorated and renovated throughout. "The Blue Max" is being presented in the Kensington on a reserved seat basis and at prices ranging from \$1.50 to \$2.75. . . . There were a number of young "old-timers" in attendance at the testimonial luncheon given in honor of Bertha Kemp, Warner Bros. branch retiree, in the Variety Club. Prominent among these were Mrs. Lydia Behling and Mrs. George Gammel, long time friends. Tony Kolinski, past chief barker of Tent 7, came up from Syracuse to act as master of ceremonies. Another old timer, Menno Dykstra, who operated the Glen, Williamsville, for many years and still owns the building which houses the Glen Art, was there also and lamented the fact that his old Public School 17 had been torn down. . . . Tickets for the Will Rogers Hospital Fund drawing are going at a rapid pace, according to Sidney J. Cohen, Buffalo exchange area exhibitor for the fund collections, and Paul L. Wall, manager of the Buffalo MGM branch. The collections in the area drive-ins started June 29, and

Cohen expects the outdoorers to break all past records. . . . The Buffalo area's organ enthusiasts put on another hit show in Skatehaven Roller Rink, Lackawanna. This is where they have a renovated and famous organ that is a show in itself. It was once in the Seneca. . . . Motion picture theatre posters, painted by Rochester artist Batiste Madalena in the days before Hollywood mass production advertising, were featured in a special exhibit of Eastman Theatre mementos in Sibley's Department Store in Kodak Town. . . . Carl Schaner, managing director, Century, put on an extra heavy television spot campaign for the opening of "Around the World Under the Sea."

## CHARLOTTE

Don Watson, manager, Plaza, Charlotte, has been named manager of the new Pinewood Cinema, Spartanburg, S. C. He has been succeeded as manager of the Plaza by Herman

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Stone, Charlotte, who formerly was in the finance business in Charlotte. . . . William Holliday, former manager, Charlotte branch of Paramount Film Distributing Corporation, has joined Wil-Kin Theatre Supply Company at Charlotte as a salesman. He will have the state of North Carolina as his territory.

## CINCINNATI

"Arabesque" opened at suburban Ambassador. For the tri-state premiere, the Ambassador marquee was dressed up with a 54 foot-long green silk banner and a lush red sidewalk carpet extending the full width of the theatre. It made quite an impression on the first-night crowd. Prior to the opening an intensive promotion involving all radio stations whipped up interest in the film, and on opening night, audience comments and radio interviews added interest. . . . "Walk, Don't Run," scheduled to open Aug. 3 at downtown Grand and Oakley Drive-In, received splendid audience reaction at its Westwood preview. . . . "Bolshoi Ballet '67," a fall release previewed at the Ambassador June 21, was very well received by the selective audience. . . . Approximately 60 situations in the tri-state area are scheduled for the world premiere of Columbia's "Birds Do It," opening July 27. . . . Ralph Salyer, Warners branch manager, and Chester Friedman, field representative, have returned from a tour of West Virginia theatres. . . . Anjanette Barnett, MGM office staff, has announced her engagement to Dallas Messer. . . . Stuart Fox, son of Phil Fox, Columbia branch manager, is a member of the U.S. Band 327, stationed at Englewood, Md.

## COLUMBUS, O.

Multi-Channel Cable Co., Portsmouth, Ohio, has petitioned the Federal Communications Commission for permission to install CATV service immediately in the Whitehall area of suburban Columbus. Multi-Channel's one-year franchise has expired, and negotiations are under way for an extension. Multi-Channel is asking for a waiver of the Feb. 18 ruling of the FCC that prime areas, already well-covered by television service, could not be opened to cable antenna service without special permission. . . . "The Ten Commandments" moved into a third week at Loew's Ohio. . . . Operator Charles Sugarman, Cinema East, reports that the first week of "The Russians Are Coming, The Russians Are Coming" was the biggest week in the theatre's history. . . . Manager Ed McGlone, RKO Palace, has returned to his desk after a stay at Will Rogers Memorial Hospital.

## DALLAS

Mrs. Mike Wyckoff and Mrs. Donald Klein, Dallas Couples' Club of the City of Hope, sold Jack Benny, who was here for a two week appearance in the Dallas Summer Musicals, tickets for the July 6 premiere of "The Shop on Main Street" at the Festival. The club has bought out tickets for both showings. . . . James A. Nicholson, president of American International Pictures, and his wife, actress Susan Hart, were in Dallas as the last stop on a week long trip from the east, along the Atlantic seaboard through the south, and into the southwest on a promotional visit in behalf of "The Wild Angels" and other film projects. . . . Donald Woeltje, formerly of the Cinema Big Town, has been named manager, recently opened Cinema, Park Plaza Shopping Center, Arlington, Tex., operated by General Cinema Corp. . . . Barnard Sackett, independent film producer, was in the city scouting possible film

locations for the production tentatively titled "Circle," which will star Hedy Lamarr. . . . Clu Gulager, actor, and his wife Miriam have arrived in Dallas. Mrs. Gulager is to begin rehearsals for "Little Mary Sunshine" at the Dallas Theatre Center. "And Now Miguel," starring Gulager, had a multiple opening at eight local theatres. He is to return to the west coast to polish up a screenplay, "The Two," which he wrote and will direct in the fall. . . . International Variety and the Variety Club of Dallas honored the Dallas News and William A. Payne, amusement editor, for the newspaper's support of the activities of the show business organization. . . . Johnson Chrysler-Plymouth, Inc., bought out the Fine Arts for showings of "Lady L." A number of tickets were turned over to residents of local charity and nursing homes. . . . Following a successful eight week engagement which closed June 15 at the Esquire, "A Thousand Clowns" opened its first return run at the Lakewood. . . . Brenda Wright, has resigned from the staff of the 20th Century-Fox film exchange following her recent marriage and has moved to Eugene, Ore. . . . Production on the movie version of the Broadway hit, "Roar of the Greasepaint, Smell of the Crowd," started at Lake Texoma. William H. Sargent will produce the film and brought in 160 persons and equipment for the shooting. He will hire 200 more persons in the area as well as 500 school children from camps in the area. . . . Susanne Morgan, member of the 20th Century-Fox film exchange staff, became the bride of John Lewis. . . . Hollywood actor Guy Stockwell, who portrays the title role in "Beau Geste," was a visitor here on a promotion tour in behalf of the film, scheduled to open soon at Cinema I North Park, Cinema Big Town, and Texas. Stockwell was accompanied by Henry Szerek who portrays a Legionnaire in the film. They were met here by Dallas resident Andrew G. Lontai, also a former Legionnaire, who played a role in the film. . . . Free popcorn and soft drinks and favors for the youngsters were offered at the opening of the Rebel Twin D-I which offers patrons stereo effect sound. . . . Doris Day, who is to be seen in "The Glass Bottom Boat" which opens on July 21 at North Park Cinema I, is scheduled to pay a visit to Dallas in August, together with her husband, producer Martin Melcher. . . . Herman's Hermits, who are currently starring in "Hold On," now playing at the Village, will appear here in person on July 16 at the Memorial Coliseum.

## DENVER

Following hospitalization of several weeks, Robert M. Joshson, Harney, Custer, S.D., is back on the job. . . . The Fox Denver in the Mile High City's downtown section has been acquired by Highland Theatres, Inc., effective Oct. 1. Prior to its opening under Highland management, of which Raymond W. Near and Carlin Smith are vice-president and president respectively, the house will be extensively remodeled. Highland already operates theatres in Boulder, Colo., Ft. Collins, Colo., Laramie, Wyo., and Greeley, Colo. . . . Board of directors of Rocky Mountain Motion Picture Association has recently been elected. Newly elected members are Dick Lutz, National Theatre Supply Co.; Jack McGee, Fox Inter-Mountain Theatres, Inc.; Chick Lloyd, American International Pictures. Prexy will be Robert Tankersley, Western Theatre and Supply Co.; Jack McGee, vice-president; Robert Sweeten, manager, International 70 (Trans-Beacon Theatres), treasurer; and L. J. Albertini, Wolfberg Theatres, secretary. . . . The Starlight Drive-In, Sterling, Colo., which Frank Childs has owned for a number of years, has been sold to Paul Cory, Riverton, Wyo. . . . Heart o'

Denver Motor Hotel was the location of last month's luncheon of Rocky Mountain Motion Picture Association. It was nice to see at least three local film row and theatre "old timers" present—Buzz Briggs, who managed the old Strand in the thirties; Fred Brown, who once traveled the territory "peddling" films; and Joe Ashby, former manager, First National Pictures in Denver long ago.

A son was born to Mr. and Mrs. Jack Finn. Finn is branch manager for Universal here. . . . The "kick off" meeting of the annual Will Rogers Hospital drive has been held by exhibitor chairman Larry Starsmore, Westland Theatres, and distributor chairman John Dobson, United Artists. Salesmen and theatre managers are to be given their assignments, and it is hoped the drive will prove the area's most successful. . . . New Walker screens have been installed by National Theatre Supply Co. in the Rose, Glendive, Mont., and Mesa, Grand Junction, Colo. The Capitol, Brigham, Utah, and the Victory here in Denver are also being equipped with new Alexander-Smith carpeting by that firm. . . . Closed for extensive remodeling is the Esquire, Fox-Inter-Mountain house here. Exterior is being worked over, new sound and projection equipment installed, as well as new screen, carpeting, and seating. The interior is being redecorated and the lobby and foyer enlarged. \$150,000 is the estimated cost. . . . The Wyoming, Torrington, Wyo., is in the process of being remodeled by owner Bob Heyl. . . . Marvin Goldfarb, district manager of Buena Vista, is recuperating at home following recent hospitalization for surgery. . . . The automobile of Mr. and Mrs. Bob Tankersley, Western Theatre and Supply Co., was broken into during their trip to Albuquerque for the New Mexico Theatre Association meetings. A set of golf clubs and other items valued at more than \$800 were stolen. . . . The Fox, Leadville, Colo., has been closed. Bob Nelson says the building will be demolished.

## DETROIT

Variety Club of Detroit, Tent 5, has just held its 33rd annual golf outing, by far the most successful ever held here. The site was the Hillcrest Country Club in Mt. Clemens, attendance nearly 350, and the "take" over twice that for which the club would have settled. Credit for this beautifully-run success went to chief barker Irv Belinsky, dough guy Bill Wood, and barkers Tom Byerly, Fred Sturgess, Carl Shalit, Jack Zide, Milt London, and Bill Wetsman, who labored long and lovingly. Membership generally pitched in as never before, and it showed. Ken Boehmer won himself a Buick, and there were 138 others who happily carried home handsome door prizes.

## HOUSTON

Phyllis Diller, who is currently being seen in "Boy, Did I Get A Wrong Number," which has been held over at the Metropolitan, is scheduled to do four shows July 9 and 10 at the Music Theatre. . . . Julie Andrews' new movie, "Hawaii," is now booked to show at the Tower opening Dec. 19. . . . United Artists' Addie Addison is in the city to do advance work on "The Russians Are Coming, The Russians Are Coming" and "What Did You Do In The War, Daddy?," both comedies. . . . The recently opened Memorial, operated by Stanley Warner, will open each day at 12 noon with continuous performances. There is a special early bird discount price of 50 cents from opening to 1 p.m. Monday through Friday. Matinee prices are \$1.50 for adults and \$1.25 for students.



Evening and all day Sunday, adults, \$1.75 and students \$1.50. Children prices are 50 cents at all times. . . . Local Interstate Theatre gave each dad attending one of their theatres on Father's Day a Lovera cigar. Also being offered as the ideal father's day gift was Interstate's book of theatre tickets in four denominations, \$3, \$5, \$7.50, and \$10, with bonus passes in each book. . . . Jerry Lewis arrived in Houston, appeared at the Domed Stadium Rathskeller, and was on the playing field in a Dodger uniform. Lewis did a "play-by-play" account of the game over the Astro network. Then he discussed his latest movie, "Three On A Couch." . . . The University of Houston will present a series of classic American and foreign films each Friday at 8 p.m. in the library building auditorium. It will cost only 50 cents to see the principal offering as well as a bonus, a silent film or short. The opening film was "Lucky Jim" with the silent Valentino's last film, "Son of the Shiek." Fellini's "Nights of Cabiria" was to show July 1. The original "Phantom of the Opera" with Lon Chaney is to be the silent. July 8 will see "Mr. Arkadin," an Orson Welles project. Alfred Hitchcock's first film, "Pleasure Garden," will be the silent. "The Bridge" is dated for July 15, along with "Moonbird," a short. "Sunset Boulevard" is dated for July 22, with "Breathless" as a standby and a Czech animated short, "A," also on the bill. "The Outrage" is dated July 29, with "Chumlum" also on the bill. On Aug. 5, "All At Sea" will be shown together with three silent shorts. "A Taste of Honey" has been booked for a run on Aug. 12, with the supplemental film to be "The Nose." Closing the summer series will be "Mr. Hulot's Holiday" with the short being "Help, My Snowman's Burning Down." The series will continue into the fall with a schedule involving predominantly foreign films.

## JACKSONVILLE

Charles King, AIP manager and president, Motion Picture Charity Club, was named "Business Man of the Week" by radio station WMBR. Along with the honor, which was announced several times over air waves, Charley received a wall trophy; Mrs. King received a lovely flower corsage; and both of them were dinner guests of WMBR at a leading restaurant. . . . Kenneth L. Barrett, Sr., of nearby Neptune Beach, traveling auditor of Florida State Theatres, and Mrs. Barrett received notice from the U. S. Air Force that their son, Capt. K. L. "Skipper" Barrett, Jr., has been honored by being chosen as aide to Gen. D. C. Polhamus at Tachikiwa Air Force Base in Japan. Captain Barrett, his wife Stella, and their young son, Ken III, will be stationed in Japan for another year. . . . Henry Glover, owner, Largo, Largo, who was recently elected president of the Motion Picture Exhibitors of Florida for a third annual term, visited friends along Film Row. . . . Orange State Theatres, a firm headed by Clyde Hall, expects to have a new theatre unit, 999-seat Cinema 70 at West Palm Beach, in operation by July 27. . . . Barbara "Sunny" Greenwood, Universal booker and former WOMPI president, went into Baptist Hospital for major surgery. . . . WOMPI members and the Motion Picture Charity Club are scheduled to co-sponsor a Hillbilly Jamboree dance at the Woodmen of the World Bldg. on Saturday night, July 9.

## MIAMI, FLA.

Variety Children's Hospital was the beneficiary of a July 4 extravaganza in the Orange Bowl, sponsored by the Variety Club of Greater Miami, Tent 33. Marching bands, clowns, a community sing, a patriotic pageant, and \$5,000 worth of fireworks were part of the enter-



Mrs. Lyndon B. Johnson looks on as Buffalo Bill Cody Award winner Charlton Heston expresses gratitude for coveted honor presented during Nebraska-land On Parade in Lincoln, Neb.

tainment. Movie stuntman Dave Blanchard and his horse, Mickey Mouse, were slated to appear as well. Advance tickets were obtainable at local supermarkets, according to chief barker George J. MacLean. . . . Ivan Tors has announced that "Tidal Wave" will be the fifth feature he has scheduled to produce in 1966. Andy White has been signed to a long-term writer-producer-director contract for Ivan Tors Films, Inc., with the first project under the new pact to be the original screenplay for "Tidal Wave." The feature will be filmed in south Florida. Already announced for shooting this year are "Cowboy In Africa," to be made in East Africa; "How To Steal A Submarine," to be made on location in the Caribbean and at Tors' Miami Studios; "Gentle Ben," to be made on location in western Palm Beach County and at Tors' Miami Studios; and "The Biggest Dog In The World," being shot at the Miami Studios. . . . Yvonne Thomas is now assisting Bea Eve at the Capitol. Sanford Katz is temporarily assigned as manager, Parkway Art. . . . Frank Maury and Marvin Reed, Miracle, Coral Gables, were winners of the first prize of \$100 to the theatre manager who exceeded the advance season ticket sales quota by the largest percentage in Wometco's 1966 Summer Movie Club contest. Jeff Forbes, Crossroads, St. Petersburg, and Keith Hendee, Gateway, Ft. Lauderdale, were winners of the \$100 prize for the manager who could sell the greatest percentage of group sales over 50 per cent of any given Summer Movie Club theatre capacity. . . . Aug. 8 was the tentative opening date set for the Columbus, Freeport, Grand Bahama Island.

## NEW HAVEN-HARTFORD

The Plainville, Conn., Zoning Board of Appeals has tabled the controversial application of Perakos Theatre Associates, independent Connecticut circuit, for construction of a 1,000-seat motion picture theatre on Route 72, across from the Plainville Stadium. Residents argue that the project will open the door to general "commercial encroachment." . . . Martin Scuderi, Hartford's Park-Hill Realty Company, has disclosed a \$20 million proposal for an open plaza complex keyed to an underground railroad station in downtown Hartford. The 19-acre tract would include a sports auditorium, coliseum, multi-level parking garage, motel, and motion picture theatre. . . . Connecticut industry pioneer Mike Alperin and his wife, Kitty, have returned to their West Hartford home following an extended Miami Beach, Fla., stay. . . . Alfred Alperin, General Cinema's Meadows Drive-In, Hartford, hosted a 30-minute "live" judo show sponsored by the

Connecticut Judo Academy on his patio. . . . Sam Malouf, Stanley Warner Capitol, Springfield, Mass., projectionist, has been recuperating at home following surgery. . . . Colonel Samuel Goldstein, Western Massachusetts Theatres, Inc., has reopened the Falls, Chicopee. . . . Springfield's theatres have been restricted to four hours air conditioning a day because of the water shortage. . . . The B&Q Arcade, Springfield, is installing new air conditioning. . . . Bernadette Barton has resigned as assistant manager, Irwin Cohen Bijou Cinema, Springfield. . . . The Nutmeg Theatre Circuit has leased the Chesire, Chesire, Conn., from Joseph di Francesco, who retired July 1. Di Francesco built the 400-seat theatre in 1940. . . . Dave Kaufman, former ad artist for Loew's Poli-New England Theatres, Inc., continues to serve exhibition accounts from his home in New Haven. . . . Stetson Blake is new manager, Capitol, Milford, Conn. . . . Matt Sanders, retired from managerial capacities with Loew's Poli-New England, got back from a visit to home town Chicago. . . . Ernie Gilbert, projectionist, Majestic, Bridgeport, underwent surgery. . . . The Amherst, Mass., Zoning Board of Appeals has approved the application of Paul T. Ford and John A. Summerlin to construct and operate an 860-seat motion picture theatre, costing \$400,000, on their property on the westerly side of University Drive. The project will be leased by New York-based Ruggoff Theatres Corporation.

## NEW ORLEANS

Variety Club of New Orleans Tent 45's membership drive has been put on a perpetual basis. Thirteen new members were gained recently. . . . Mrs. Connie Aufdemorte, president; and Mrs. Cathy Goodman, first vice president, Variety Ladies Auxiliary, have been designated "Operation News Reporters" for the Tent. . . . George Pabst, head, Blue Ribbon Pictures, was visited by Bob Patrick, Patrick Productions, in connection with his new film, "To The Shores Of Hell," which will be handled locally by Pabst. . . . The accounting department of Paramount Gulf Theatres has been transferred to Interstate Circuit home office in Dallas. Both theatre companies are subsidiaries of American Broadcasting Company. . . . Several groups of WOMPI assisted at various Rabies Clinic locations throughout the New Orleans metropolitan area, helping with the paper work. . . . Ed Edwards, Gulf States Theatres city manager in Ruston, La., was the winner in the circuit's second week contest in which managers compete for gains above last year's grosses. In top place for both indoor and outdoor theatres, he was awarded two \$100 government bonds. Second place award for drive-ins went to Dominic Guidry, of the Twin, Lafayette, La.; and the second award for indoor theatres was won by Johnny Bethea, Palace, McComb, Miss. . . . Warner Brothers have taken possession of their new distribution office in the International Trade Mart. Warners is the second tenant dealing in motion picture distribution to take office there. The first was the local Paramount Film Distributing Corporation. . . . WOMPI Blanche Gubler, Universal, and chairman of the Will Rogers Dimes From WOMPI Dames, was showered with verbal bouquets by the WOMPI executive board for her continuous effort and excellence of her work all through the past year. . . . Among WOMPI attending the MTOA-LATO joint convention at the Broadwater Beach Hotel, Biloxi, Miss., were Gene Barnette, Marie Berglund, Lillian Sherrick, Claire Rita Stone, Dorothy Stevens, Helen Bila and Lee Nickolus.



## PHILADELPHIA

General Cinema Corporation opened The Cinema On The Mall at Plymouth Meeting. The first screen attraction was Universal's "Arabesque." . . . The 1,000 seat Trans-Lux, Colonial Park Plaza, Harrisburg, Pa., was set to open in late August or early September with MGM's "Doctor Zhivago." . . . Motion Picture Associates Foundation will honor Paramount's Johnny Kane, who has been promoted to branch manager of the Indianapolis office, with a luncheon at the Bellevue Stratford Hotel, North Cameo Room, on July 13. His leaving the local branch called for the promotions of Bob Shisler to salesman; and Ralph Garman to office manager-head booker; and the addition of Universal's John Daly to the post of booker. . . . Variety Club Tent 13 has discontinued Sunday night screenings for the months of July and August. . . . The Tent's campers left for camp on July 1 from the Bellevue-Stratford Hotel. Chief Barker Harold H. Salkind requested the donation of a piano to the Camp.

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## PROVIDENCE, R. I.

The Art Cinema, Lockwood and Gordon Enterprises house, suburban Providence, has been shuttered for the summer months. Only twice in the past few years has this cosy neighborhood, featuring art, foreign products, and subsequent runs, been closed during the warm weather. Apparently the lack of air-conditioning, shortage of suitable film fare, and the seasonal drop in patronage has caused the closing. . . . The Seekonk Drive-In, almost completely destroyed by a fire last year, reopened recently under the capable management of Al Cipriano. This member of the Rifkin chain, which also includes the Shipyard Drive-In, Providence, and Pike, Johnston, is located just across the Rhode Island border in Massachusetts. At the reopening, thousands of new and popular records were distributed among the patrons, and several local radio personalities were on hand to give out autographs at the box-office and cafeteria. . . . Closely following upon the reopening of the Seekonk Drive-In, local newspapers carried an announcement of a "blessed event." A "twin" was born at the Seekonk, with the opening on the new Seekonk Twin Drive-In. Adding a new screen, back-to-back with the one used at the Seekonk, the twinner highlighted the occasion with the distribution of generous slices from a huge cake, baked by a cooperating bakery; free records; and cigars. Local radio personalities were also on hand here.

## SAN ANTONIO

Hollywood's Paramount Studios will send a movie crew to the city to make a color short subject on the San Antonio River in the heart of the city. The Chamber of Commerce has lined up models, mariachis, and Mexican costumed señoritas for the travel film. The resulting film will accompany a feature length Paramount movie all over the United States. Big John Hamilton, local restaurant operator and film actor, made the arrangements for the shooting of the film. He has appeared in several John Wayne pictures. . . . Funeral services were held here for Russell W. Barron, Sr., 80. Graveside services were held at Beeville, Tex. He had owned and operated the Independent Film Exchange from 1919 to 1953, which is presently being operated by his son, Russell Barron, Jr. Survivors also include his wife, daughter, a brother, three granddaughters, and six great-grandchildren. . . . Cinema Arts Theatres cooperated in the 1966-67 fund drive for the Will Rogers Hospital by showing the Alfred Hitchcock trailer and taking up contributions from patrons during each film showing. . . . Radio station KBAT joined forces with the Olmos in the promotion of the current film, "Lady L," with a Lady L Contest. Patrons of the Olmos were being asked "Who Is Lady L?" Winner of first prize will receive an all expense paid week end trip for two to Houston where they will see a baseball game at the Astrodome and receive \$25 for spending money. The next 10 runners-up will receive an assortment of Tussy cosmetics. . . . The newly remodeled Rigsby D-I reopened, according to Gene Cole, city manager for Gulf State Theatres. . . . The suburban Broadway has on exhibit in its lobby a series of paintings by local artists. . . . The summer series of cinema art seminars at St. Mary's University opened with a showing of "Cyrano de Bergerac." Cost of the seminars for St. Mary's students is \$3, and for alumni and others \$5. Other films to be shown in the series includes "Therese," July 8; "Blue Angel," July 22; "Bicycle Thief," Aug. 5; and "Loneliness of the Long Distance Runner," Aug. 19. . . . A series of 24 movies

## Defendant Pleads Guilty Of Perjury In 16mm. Case

NEW YORK—After two days of trial, Emanuel Aliprentis pleaded guilty to a perjury indictment arising out of an investigation relating to violations of the copyright laws through the illegal sales of 16mm. feature motion picture films. The guilty plea was entered after the government had presented its entire case and the defendant's motion for a judgment of acquittal had been denied by the Court.

Robert M. Morgenthau, United States Attorney for the Southern District of New York, stated that Emanuel Aliprentis is employed by Bonded Film Storage Company, a company which warehouses films for major motion picture studios.

John S. Allee, Assistant United States Attorney who tried the case, stated that the defendant had testified under oath before a federal Grand Jury on July 1, 1964, that he had never sold feature motion picture films to anyone. Allee further stated that the evidence produced at trial disclosed that the defendant had sold during 1960 through April, 1963, hundreds of 16mm. feature films for between \$10,000 and \$20,000 to individuals in the films distribution business.

Morgenthau further stated that the defendant would be sentenced on July 12 by Judge Edward Weinfeld in the United States Court House, Foley Square, New York. The maximum penalty for the offense is five year imprisonment and/or \$2,000.

## Two For Fox Midwest

LOS ANGELES—Federal Court approval has been granted to Fox Midwest Theatres, a division of National General Corporation, to build motion picture theatres in Tulsa, Okla., and Topeka, Kans., according to an announcement by Dan A. Polier and William H. Thedford, co-directors of the nationwide company's theatre operations. The ruling was handed down by Judge Edmund L. Palmieri of the United States District Court for the Southern District of New York.

Ground will be broken shortly for the Tulsa theatre, the company's first Oklahoma house. Planned as a deluxe, 950-seat showcase, the new theatre will be located in the Country Club Plaza Shopping Center.

A date for the start of construction on the 950-seat Topeka theatre will be announced shortly. It will be built as an integral part of the White Lakes Shopping Center.

will be shown during the summer at the Open Air Theatre at the University of Texas in Austin, Tex. Included among the films to be shown are such classics as "Bridge on the River Kwai" and "On the Waterfront." . . . Cranfill H. Cox, Sr., who has operated motion picture theatres at Gilmer, Tex., for 40 years, was selected as Senior Citizen of Upshur County as part of the state observance of Senior Citizen Month. . . . A circuit executives and managers meeting of the Jefferson Amusement Co. and East Texas Theatres was held at the ranch home of Sam E. Tanner, vice-president and general manager, Jefferson Amusement Co., Beaumont, Tex. A "Sizzling Showmanship" contest is to be conducted to increase summer business.



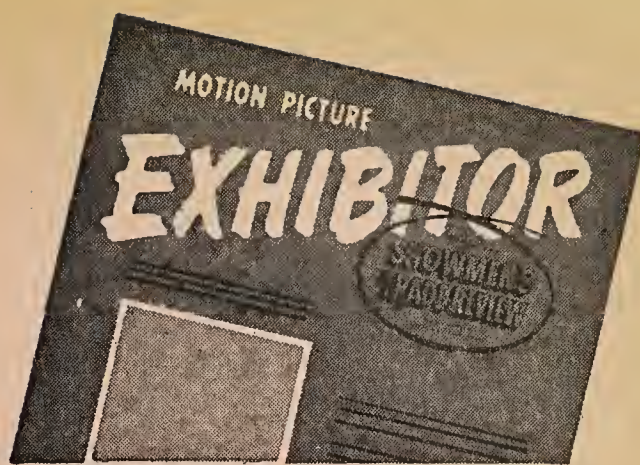
# REVIEWS

**The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product**

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 29-year-old service is both numerically more complete and informatively more candid, than any similar analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVICESECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO

Vol. 75, No. 22

July 6, 1966

## AMERICAN INT.

### The Wild Angels

MELODRAMA  
90M.American International  
(Panavision)  
(Pathe Color)

ESTIMATE: Unpleasant doings of motorcycle gang slanted for teens.

CAST: Peter Fonda, Nancy Sinatra, Bruce Dern, Lou Procopio, Coby Denton, Marc Cavell, Buck Taylor, Norm Alden, Michael J. Pollard, Diane Ladd, Joan Shawlee, Gayle Hunnicutt, Art Baker. Produced and directed by Roger Corman; associate producer, Laurence Cruikshank.

STORY: Peter Fonda heads a group of fanatical motorcyclists who are bent on living their own lives free of responsibility and the rules of society. When Bruce Dern loses his cycle to another club, the Wild Angels decide to recover it in Mexico. They set upon the other gang in a melee which is interrupted by several motorcycle police. The Angels get away, and Dern takes off on one of the cycles belonging to a policeman. The police phone ahead setting up a roadblock. A pursuing officer shoots Dern, who is taken to a hospital. The others have a wild party with only Fonda, Nancy Sinatra, and Dern's girl, Diane Ladd, concerned about him. Fonda decides to rescue him from the hospital, and Sinatra pretends to be his sister to locate him and point the way for the others. She lures the officer away while the others take out the seriously wounded Dern. When a nurse interferes, she is criminally assaulted by one of the gang, and the only one she is able to identify is Fonda. Dern eventually dies, and the gang decides that he should be buried in his home town graveyard. An alarm is out for Fonda. Fonda, at first reluctant, goes along, and they have a wild party in the church, with the preacher a virtual prisoner. They eventually take the body to the burial ground where outraged citizens become embroiled in a fight with the intruders. The police are on their way, and when Fonda refuses to leave, Sinatra rides off with another. Fonda is convinced there is nowhere to go and starts to bury Dern as the police arrive.

X-RAY: Much of what goes on here is revolting and repulsive, and ordinary filmgoers will probably react along those lines. On the other hand, there may be some teenagers who will clasp this release to their restive bosoms and proclaim this as their "in" or "protest" symbol. For them, it may become the film to see. The reaction could be quite raucous. The story and happenings on screen do have a certain amount of fascination as viewers wait to see what will happen next. Acting is convincing in a repugnant sort of way, while the direction and production accomplish the purpose in-

## NOTICE

The REVIEWS Section has been expanded to eight pages this week in order to bring reviews to readers as soon as possible. There is no Exploitation Section this week.

tended. Word-of-mouth it will certainly engender, but whether good or bad depends upon the outlook and the taste of individuals attending. The screenplay is by Charles B. Griffith. The use of color lends emphasis to the on-screen horrors.

AD LINES: "The Wildest Movie Ever Made"; "Thrill Follows Thrill In The Wild Adventures Of 'The Wild Angels'."

## COLUMBIA

### Every Day Is A Holiday

COMEDY DRAMA  
76M.Columbia  
(Technicolor)  
(Spanish-made)

ESTIMATE: Okay programmer.

CAST: Marisol, Angel Peralta, Rafael De Cordova, Jose Marco Davo, Vala Clifton, Jesus Guzman, Jose Sepulveda and Pedro Mari Sanchez. Produced by Manuel J. Goyanes; executive producer and director, Mel Ferrer.

STORY: Marisol and her young brother make their way in the world as junk collectors while she has been training her horse to someday face the bulls in the ring. To get the right break, they seek the attention of a famous bull fighter, Angel Peralta, on whom Marisol has had a crush. She manages to meet him when he comes to town to perform, and he invites her, thinking she is a boy because of her costume, to perform in a small ring on his farm. He decides to help them and turn her over to his manager, Jose Marco Davo. They achieve success in several small town bull rings, and after Peralta sees her again, he agrees to let her and her horse appear with him in the ring at Seville. Her demonstration has the crowd cheering, and she is made a rejoneador. At a party following the bull fight, Peralta finds out his partner and protege is actually a beautiful young lady. He invites her to ride at his side in a parade, dressed in colorful gypsy costume.

X-RAY: There are some cute bits both in and out of the bull ring which can place this effectively in the supporting slot of the program. The cameras catch some of the excitement of the battle against the bulls, and here, the use of color proves a valuable assist. The story of a young girl in love with bull fighting and a champion bull battler, is moderately interesting. Performances are adequate, and

direction and production are suitable. The screenplay is by José María Palacio and Mel Ferrer, based on a story by the latter.

AD LINES: "Fun And Games In The Spanish Bull Ring"; "A Horse And A Girl Take Over Both The Bull Ring And One Of Its Most Famous Rejoneadors."

### Walk, Don't Run

COMEDY  
117M.Columbia  
(Panavision)  
(Technicolor)

ESTIMATE: Cute comedy has names and angles.

CAST: Cary Grant, Samantha Eggar, Jim Hutton, John Standing, Miiko Taka, Ted Hartley, Ben Astar, George Takei, Teru Shimada, Lois Kiuchi. Directed by Charles Walters; produced by Sol C. Siegel.

STORY: British industrialist Cary Grant arrives in Tokyo on business a few days ahead of his scheduled date. Since the 1964 Olympics are about to start, he is unable to find living quarters. He finds an apartment-to-share notice at the British Embassy, and though the apartment is owned by Samantha Eggar, he talks her into letting him sleep in the living room. He lets it be known that he is married and happy with his wife. Outside the factory he transacts his electronics business, Grant finds Jim Hutton sketching the building, accompanied by Russian Ted Hartley, both of them athletes in the Olympics. It turns out that Hutton is a student of architecture who also arrived early and is without sleeping accommodations. He also has limited funds. Hutton talks Grant into sharing his quarters, and when Eggar hears this, she is ready to throw them both out. They persuade her to let them stay, and she is attracted to Hutton, though engaged to John Standing, pompous official at the British Embassy. Hutton maintains that he is a confirmed bachelor and intends to remain same, but they have reckoned without Grant, who decides the youngsters are right for each other. He keeps Standing busy while on a date with Eggar so that she and Hutton can get to know each other better. There is some nonsense about spies and the police, which Standing fears might affect his career. Grant suggests that Hutton and Eggar can get married and then get an annulment the next day, which should ease the whole situation. Standing agrees, also planning to act as chaperone as the now married couple go to sleep in adjoining, separate rooms. Grant, however, puts his electronic ability to work during the afternoon and arranges for the Wall between them to open at a controlled touch from the outside. After they get together, he takes off for London, wife, and home.

X-RAY: One has to admire veteran Cary Grant. In his latest release, he takes on a part most suitable for his age. Rather than insist on getting the young girl in the end, he is content



to get involved on the sidelines and still get plenty of laughs and attention. The plot is a gay, nonsensical one with some of the sights of Tokyo providing a most rewarding backdrop for the lightweight action and involvements. Performances are smooth and to the point, while the direction and production are quite effective. It seems ideally suited to summer temperatures and temperaments, with audiences due for chuckles and good humour. The use of color is an asset. The screenplay is by Sol Saks based on a story by Robert Russell and Frank Ross.

TIP ON BIDDING: Higher bracket.

AD LINES: "‘Walk, Don’t Run’ To The Land Of The Rising Fun"; "Chase Your Blues The Cary Grant Way—Far Away With Loads Of Laughter."

## EMBASSY

### The Cat

MELODRAMA  
87M.

Embassy  
(Pathe Color)

ESTIMATE: Good programmer.

CAST: Roger Perry, Peggy Ann Garner, Barry Coe, Dwayne Redlin, George "Shug" Fisher, Ted Darby, John Todd Roberts, Richard Webb, Les Bradley. Produced and directed by Ellis Kadison; associate producer, William Schwartz.

STORY: When things get rough for Barry Coe in the big city, he takes wife Peggy Ann Garner and their eight-year-old son, Dwayne Redlin, back to the ranch where he was born, now owned by his brother, Roger Perry, who gives them the use of one of the cabins. Perry informs them that he and his men have been trying to roundup modern rustlers who have been plaguing the territory. En route to the cabin, they meet veteran trapper George "Shug" Fisher and his pet, a caged mountain lion, who is unpredictable. Later, the cage falls off the truck, and the animal escapes. Some time later, Redlin informs his father that he saw a mountain lion near their cabin. Coe is disbelieving and furious, thinking this another example of his overactive imagination. He promises a long talk with him when he gets back from rustler hunting. Redlin packs some food and goes off exploring. He comes across rustler Ted Darby battling a deputy sheriff, and watches as Darby kills him. Darby sees the boy and tries to get him, but the lad eludes him. Coe returns, and establishing that the boy is missing, gets help in a search while learning from Fisher that his lion escaped and that the boy was telling the truth. Darby meets the others and offers to join in the search, hoping to get the boy before he can inform on him. Meanwhile, lion and boy meet and become friends, keeping each other company during the night. The next day, the deputy's body is found along with a small camera, with which he took Darby's picture. The others converge on the area he was searching just as Darby catches up with Redlin. The cat protects the boy, going after Darby and forcing him to fall to his death from a cliff. The boy and his parents are reunited, with Coe vowing to always believe the lad. They decide to head back to the city to try again. Summers will be spent on the ranch. Redlin waves goodbye to the cat perched on a hill top.

X-RAY: Here is a good family picture with special appeal for youngsters. It has good color photography, some suspense, some action, efficient performances, and convincing direction. The story is almost too simple in its plotline, and there is a minimum of conversa-

tion. Still, it holds interest adequately. It should make up well as part of the show. The screenplay is by William Redlin and Laird Koenig.

AD LINES: "A Small Boy And A Half-Tamed Mountain Lion Become Fast Friends In The Mountain Wilderness"; "A Thrilling Adventure For The Entire Family."

### The Daydreamer

NOVELTY  
101M.

Embassy  
(Eastman Color)  
(Live Action and Animagic)

ESTIMATE: Good entry for families and juveniles.

CAST: Paul O'Keefe, Jack Gilford, Margaret Hamilton, Robert Harter, and the voices of Cyril Ritchard, Ray Bolger, Hayley Mills, Burl Ives, Tallulah Bankhead, Terry-Thomas, Victor Borge, Ed Wynn, Patty Duke, Boris Karloff, and Sessue Hayakawa. Written and produced by Arthur Rankin, Jr.; directed by Jules Bass; executive producer, Joseph E. Levine; associate producer, Larry Roemer.

STORY: Thirteen-year-old Paul O'Keefe as Hans Christian Andersen is an incurable daydreamer in his native Denmark as his father, Jack Gilford, the town shoemaker, struggles to make ends meet, taking abuse from customers and often not able to provide proper food. When Gilford tells O'Keefe about the legendary garden of paradise where delicious fruits give one knowledge, O'Keefe steals way to find the spot, helped by the sandman (Cyril Ritchard). He is thrown from his boat by a storm and winds up on the ocean floor drowned, where he is found by a mermaid (Hayley Mills), who falls in love with him and asks her father, Neptune (Burl Ives), what to do. She is sent to the sea witch (Tallulah Bankhead), who agrees to give her a magic potion to bring O'Keefe back to life, but if he doesn't love her, then Mills must become an outcast. O'Keefe refuses to take her along, continuing the journey by himself. Gilford, meanwhile, has found his son gone and follows. O'Keefe becomes involved with a pair of crooked tailors (Terry-Thomas and Victor Borge), who fleece Emperor Ed Wynn out of silver and gold. They are chased from the kingdom. Robert Harter, a game warden, accuses O'Keefe of stealing game and makes him a prisoner, but he is freed by Thumbelina (Patty Duke), who shrinks him to her size and goes along with him. They are given shelter by a sneaky rat (Boris Karloff), who wants to sell Thumbelina to a mole (Sessue Hayakawa) as his bride. They discover his plan and escape, with O'Keefe going on alone. Ritchard appears when O'Keefe laments over not reaching his paradise and recounts his trail of lies and desertions of friends. O'Keefe promises to reform, and Ritchard leads him to the garden but makes him promise not to eat any of the fruits. O'Keefe naturally does that, finding himself in the valley of nothingness. Father and son are reunited, and it turns out that O'Keefe did find his garden of happiness in the fairy stories which he sets down on paper to become famous the world over.

X-RAY: This combination of live-action and animation should be a rewarding entry for family and juvenile audiences. The blending of the mediums, aided and abetted by the voice talents of a fine host of famous performers, is a fine attraction, illustrating some of the fantasies of world-renowned Hans Christian Andersen. Music, enhancing color, some suspense, thrills, and even some fun are to be found in this mixture, and the end result is an entertaining film, albeit a trifle long, which should work out fine in a number of areas for theatremen. The technical aspects of

the film are impressive, opening the door to other adventures in both the world of the child and the adult. Robert Goulet sings the theme song, "Daydreamer."

AD LINES: "A Thrilling Tale Of Magic And Fun"; "Hans Christian Andersen And His Fairy Tales Are Magically Brought To The Screen By Top Stars In Color."

### A Man Called Adam

DRAMA WITH MUSIC  
102M.

Embassy

ESTIMATE: Downbeat tale of Negro musician has some angles.

CAST: Sammy Davis, Jr., Louis Armstrong, Ossie Davis, Cicely Tyson, Frank Sinatra, Jr., Peter Lawford, Mel Torme, Lola Falana, Jeanette Du Bois, Johnny Brown, George Rhodes, Michael Silva, Michael Lipton. Executive producer, Joseph E. Levine; co-produced by Jim Waters and Ike Jones; directed by Leo Penn.

STORY: Sammy Davis, Jr., one of the top trumpet players, becomes fed up during a night club engagement, walks out, and with a girl friend, heads back to New York. He finds that friend Ossie Davis has loaned his apartment to aging and out of fashion trumpet player Louis Armstrong and his grand-daughter, Cicely Tyson, active in civil rights activities. Davis tries to make a pass at Tyson, but she resists. He returns to apologize and finds Frank Sinatra, Jr., there awaiting more lessons from Davis on the trumpet. His manager, Michael Lipton, informs him he's in trouble over his walkout and suggests a meeting with powerful booking agent Peter Lawford. Meanwhile, Davis keeps after Tyson, who succumbs to his blandishments with a warning that she is not to be taken lightly. They go to the country cottage of Lipton, accompanied by Sinatra. The local police give Davis a hard time, which doesn't help his overall resentment against most people and the world in general. This is sparked by the auto death of his wife and child 10 years prior, for which he feels responsible. Davis sees Lawford, who insists that he learn a lesson in discipline and orders him to play a series of one nighters in the south. This infuriates Davis, who makes Lawford crawl by threatening him with a broken bottle, after which he walks out. Lawford blacklists him, and he can't get work, resulting in his crawling back to Lawford. Davis accepts the southern tour with Sinatra along as the only white musician. Davis behaves himself despite the rigors of the tour and several incidents. At the windup, Sinatra is attacked, and Davis finds he can't join in the fight. He has lost his spirit. Davis rushes off into the night and a session with drink. He eventually shows up where his old band is playing, accepts an invitation to sit in, and finally collapses, dying backstage.

X-RAY: There are a number of items that will have to be overcome in the booking and selling of this particular release. First, the highly capable cast is almost entirely Negro, and this may prove limiting in certain areas. Secondly, the story is downbeat and depressing much of the time. Third, some of the language is not suited for the young, and neither are some of the situations. Otherwise, there is the "name" and presence of Sammy Davis, nationally known entertainer as well as Louis Armstrong, Frank Sinatra, Jr., Mel Torme, etc., to help out. Davis proves to be an actor of depth and sensitivity and receives able support. The story has its ups and downs with a few cliches prominently spotted despite attempts to make it utterly different. Performances are capable, and direction and pro-



duction are acceptable. One of the film's prime selling points is the musical score, which features a couple of memorable tunes and jazz renditions. Davis' music, incidentally is dubbed by jazz expert Nat Adderly, and this provides real trumpet fireworks. The screenplay is by Les Pine and Tina Rome.

AD LINES: "A Man Filled With Music . . . And Hate"; "He Lived For His Music . . . His Love . . . And The Torment That Turned It All To Ashes."

## The Trampers

WESTERN  
105M.

Embassy  
(Color)  
(Made in Italy)

ESTIMATE: Okay western.

CAST: Joseph Cotten, Gordon Scott, James Mitchum, Ilaria Occhini, Franco Nero, Emma Vannoni, Georges Lycan, Muriel Franklin, Aldo Ceccoli, Franco Balducci, Claudio Gora. Produced and directed by Albert Band.

STORY: The end of the Civil War brings little peace to Texas, where native sons use guns to keep northerners out. Cattle barons organize private armed forces to control vast stretches of land and have intruders killed. One of these is Joseph Cotten, who rules his family like a feudal lord and controls the territory with the aid of his gun-slinging sons and others. When one of his sons, Gordon Scott, returns home after a stint in the Confederate Army, he happens on Cotten and his forces lynching a northern photographer. Before he can intervene, he is struck down by Georges Lycan. Afterwards, he tries to comfort the dead man's daughter, Ilaria Occhini, but she repulses him as another murderous member of the family. At the ranch, he is welcomed but finds himself between two factions—his father and three of his brothers opposed by his mother and two sisters, who want peace. Torn between the two is another brother, James Mitchum. Scott beats cousin Lycan for hitting him earlier. Agreeing to stay for a while, Scott and Mitchum are sent by Cotten to threaten small rancher Franco Nero into leaving sister Emma Vannoni alone. When Scott sees they are in love, he arranges for them to get married. He and Mitchum battle others sent by Cotten and then leave with the newlyweds to set up their own ranch outside of Cotten territory. Cotten is not satisfied and seeks revenge. Scott decides to face him. Enroute, he saves a stagecoach with Occhini, who is trying legally to avenge her father's death. At home, he finds his mother has died, and he takes younger sister Muriel Franklin back with him despite objections by Cotten. The dissidents arrange to join a large cattle drive to a railhead, which is a success. Franklin falls in love with the leader of the drive, and they decide to get married. The others return home for a showdown with Cotten and his forces, which sees Mitchum killing his brothers before he is killed. When Cotten faces Scott, he can't shoot, and his mind snaps. Scott and Occhini, in love, return with him to rebuild for the peaceful future.

X-RAY: Lots of drama and action are to be found in this western in color, which was filmed on location in Italy and Spain. A number of the voices are dubbed, and this job is a creditable one that doesn't detract from the unfolding of the tale. It holds interest fairly well although it runs a bit on the long side. The "names" of Cotten, Scott, and Mitchum may be of some value, and the entry should do okay as part of the show. The acting is average, and direction and production are commendable. The screenplay is by Ugo Liberatore and Albert Band, based on the novel, "Guns of North Texas," by Will Cook.

AD LINES: "Blazing Guns Rip The Texas Countryside"; "Brother Against Brother And Son Against Father In This Showdown In Texas."

## 20TH CENTURY-FOX

### How To Steal A Million

COMEDY  
127M.

20th-Fox  
(Panavision)  
(DeLuxe Color)  
(Filmed abroad)

ESTIMATE: Fine comedy is lively entertainment.

CAST: Audrey Hepburn, Peter O'Toole, Eli Wallach, Hugh Griffith, Charles Boyer, Fernand Gravey, Marcel Dalio, Jacques Marin, Moustache, Roger Treville, Eddie Malin, Bert Bertram. Produced by Fred Kohlmar; directed by William Wyler.

STORY: Parisian Hugh Griffith is head of a distinguished French family, who often makes gifts of classic paintings and other works of art to French museums. He also is the possessor of a legendary art collection which few have seen, but every so often he allows one to be sold at auction. All are famous masterpieces allegedly acquired by Griffith's father. In actuality, they are clever forgeries turned out carefully by Griffith himself in a hidden studio. His beautiful young daughter, Audrey Hepburn, regrets his life of crime but indulges him as she loves him dearly, hoping that he won't get into too much trouble. Art dealer Charles Boyer is puzzled by Griffith's collection and his dispositions and retains private detective Peter O'Toole, a specialist in solving crimes in the world of art, to investigate. Hepburn discovers O'Toole prowling the mansion, captures and wounds him slightly with a revolver, but hesitates to call the police because of possible complications to Griffith. One of Griffith's finer forgeries is called the Cellini Venus, which was perpetrated by his grandfather, and in a moment of weakness, he agrees to let the French government exhibit it at a museum. Later, as insurance arrangements are made, father and daughter realize that it will have to be authenticated by experts which means exposure. She decides to hire O'Toole, whom she still takes for a thief, to steal the statue. They accomplish the theft together at which time they also realize that they are in love. American tycoon Eli Wallach, also a collector of art, makes a play for Hepburn, hoping that this will help him acquire some of Griffith's treasures, particularly the Venus. As a convenience, Hepburn agreed to become engaged to Wallach, who agrees to call it off upon O'Toole's turning over of the Venus to him. Before O'Toole and Hepburn leave to get married and honeymoon, he extracts a promise from Griffith to abandon his forging and go straight. As they depart, another collector arrives, more than willing to be fleeced.

X-RAY: Love, larceny, and laughter are served up in generous portions in this smart, suave, and oft-times sophisticated comedy that should prove widely popular with most audiences. The proceedings start off on a note of promise, which is rapidly fulfilled as time passes. Director William Wyler once again proves his craftsmanship in comedy and allied emotions. Of course, the tools at his command are of invaluable help—including Audrey Hepburn and Peter O'Toole, a chemistry-laden combination; Eli Wallach, Hugh Griffith, etc., all of whom perform nobly. The story is also attractive as are the sets, backgrounds, and

over-all production. To sum up, it's a quality fun entry that should "steal" more than a million. The screenplay is by Harry Kurnitz based on a story by George Bradshaw. The use of color is a must and helps considerably.

TIP ON BIDDING: Higher rates.

AD LINES: "Spoof Your Blues Away With This Laughter-Loaded Romance"; "Fun, Fame And Forgery In Paris Mean Loads Of Laughs For Audiences Everywhere."

## UNITED ARTISTS

### What Did You Do In The War, Daddy?

COMEDY  
116M.

United Artists  
(Mirisch)  
(Panavision)  
(Color by DeLuxe)

ESTIMATE: Featherweight nonsense among the military.

CAST: James Coburn, Dick Shawn, Sergio Fantoni, Giovanna Ralli, Aldo Ray, Harry Morgan, Carroll O'Connor, Leon Askin, Henry Rico Cattani, Jay Novello, Vito Scotti, Johnny Seven, Art Lewis, William Bryant, Kurt Kreuger, Robert Carricart, Ralph Manza, Danny Francis, Herb Ellis, Ken Wales, Red Morhan, Carl Ekberg, Richard Nile, Karla Most, Ivana Kislinger, Mina Darno, Giovanna Coppola, Louise DeCarlo, Sondra Farrell, Emily LaRue, Jeanne Ranier, others. Produced and directed by Blake Edwards; executive producer, Owen Crump; screenplay by William Peter Blatty from a story by Edwards and Maurice Richlin.

STORY: Captain Dick Shawn, who lives by "the book" but has never seen combat, is assigned to lead a tired company of soldiers against a Sicilian village occupied by a strong Italian force. Assisted by practical Lieutenant James Coburn, he leads the men on the hopeless mission only to discover that the Italians are ready and willing to surrender. All they ask is permission to hold a wine festival first. Coburn talks Shawn into going along, assisted by the town beauty, Giovanna Ralli. Everyone has a fabulous time and gets roaring drunk. The next morning, it is necessary to make up a story that a fierce battle is raging in order to explain the delay. Intelligence officer Harry Morgan learns the truth but is trapped in the catacombs under the city. Coburn stages an elaborate hand to hand battle which convinces the reconnaissance planes that the men are fighting bravely. In the midst of all this fun, the Germans return and imprison both the Americans and the Italians. However, Shawn and Coburn escape with all their troops through the catacombs and recapture the town in time to greet the reinforcements. The Italians want another party, and when Ralli works her feminine magic on General Carroll O'Connor it's festival time again.

X-RAY: This deals with that kind of Hollywood war in which nobody dies, everybody has a lot of fun, and soldiers are far more interested in a well turned leg than a battle. Some fine performers have been rounded up for the lightweight nonsense, but a rather weak script bogs the venture down in repeated jokes, some of questionable taste, and slapstick situations that are carried past the point of maximum returns. Coburn is a stalwart performer, even in this kind of nonsense. Shawn tries hard for his laughs, but the thin material and a long stretch in which he portrays a village belle doesn't give him enough of an opportunity for real laughs. There are some funny moments,



and Giovanna Ralli is certainly a delicious piece of Italian pastry. Those who don't demand too much from their summer entertainment and who aren't bothered by a "war is great fun" premise should have a good time. Production is fine, but Blake Edwards could have been more deft with his direction and in fashioning the original story from which the film is taken. It aims at being a madcap comedy but misses the mark to some degree. However, it possesses undeniably saleable features and should satisfy in the general market. In addition, there is always Giovanna Ralli for the girl watchers.

**AD LINES:** "Fearlessly . . . Courageously . . . Recklessly . . . The Screen Asks The Most Ticklish Question Of World War II—'What Did You Do In The War, Daddy?'; 'The Best Kept Secrets Of The War Provide A Laugh Riot.'"

## WARNERS

### Who's Afraid Of Virginia Woolf?

DRAMA  
129M.

Warners

**ESTIMATE:** Well-made, intriguing adult drama headed for top.

**CAST:** Elizabeth Taylor, Richard Burton, George Segal, Sandy Dennis. Written for the screen and produced by Ernest Lehman; directed by Mike Nichols.

**STORY:** Elizabeth Taylor, daughter of a small-town university president, and her husband, Richard Burton, teacher in the history department, return from a party on Saturday evening after which she springs the news on him that they are having guests over even though the hour is late. Her father has asked them to take good care of a new biology instructor, George Segal, and his wife, Sandy Dennis. Taylor and Burton have been drinking most of the night, and their raucous, belligerent shouting and needling reveals that they have been married for years and have grown disenchanted. Still, they have an attraction for one another despite disappointments. It's almost as though hurting each other is part of a game or ritual. Taylor is physically attracted to Segal, who under alcohol's influence reveals that he married Dennis when she complained that she was pregnant. Indeed, there are symptoms, which eventually disappear. Taylor has a session alone in her bedroom with Segal while Burton is off and Dennis is being sick. Afterwards, it's quite clear that Taylor is still unsatisfied, but this transgression enables Burton to "kill off" their imaginary son, which will eliminate one of the fantasy crutches that Taylor has been relying on. As the darkness becomes streaked with gray and as confidences are depleted, Segal and Dennis take their leave, at last able to escape the confining clutches of their host and hostess. After a night of spewing venom and spawning in a whirlpool of shock, Taylor and Burton seek solace in each other's embrace.

**X-RAY:** This filmization of a hit stage presentation will probably make nothing but money, at least in situations located in cosmopolitan centers. It stands to satisfy all manner of adults—those who are continually seeking the different in entertainment, the starkness in drama, the thrill of unconventional and even illicit romance, the shockingly real language that lashes out backed by the fury of ill-temper or frustration, etc. It keeps viewers off balance because by the time one situation subsides, another is in the brewing. One certainly can't complain that this drama ever gets dull. Of

course, all this is made possible not only by the material in the stage play by Edward Albee but also by the outstanding performances by Elizabeth Taylor and Richard Burton. Contributing mightily are the small, supporting roles of George Segal and Sandy Dennis. The dramatic validity and impact are part and parcel of the excellent direction by Mike Nichols in his screen debut and the enhancing production values. The entry becomes a screen experience that adults will talk about for some time to come, arousing curiosity and assuring continued boxoffice action. It would seem to this viewer that this release would have a better chance of successfully going out on a road show policy than many of the others that are around. However, more people will get to see it over a shorter period this way, which will be good for all concerned. It's real adult fare and will probably be heard from in a big way at "Oscar" time.

**TIP ON BIDDING:** Higher rates in most situations.

**AD LINES:** "The Picture Everyone Is Talking About"; "You Are Cordially Invited To George And Martha's For An Evening Of Fun And Games That Will Never Be Forgotten."

## MISCELLANEOUS

### The Endless Summer

DOCUMENTARY  
95M.

Bruce Brown  
(Color)

**ESTIMATE:** Surfing entry for special audiences.

**CREDITS:** Filmed, produced, and narrated by Bruce Brown; assistant photographers, R. Paul Allen, Bob Bagley, and Paul Witzig.

**CONTENT:** Two young California surfers, Mike Hynson and Robert August, travel around the world trying the surfing in each country and seeking to find the summer that must come in each country. Their 35,000 mile journey chasing the sun and surf took them across the equator four times and into such areas as Senegal, Ghana, Nigeria, South Africa, India, Australia, New Zealand, Tahiti, Hawaii, and California. Surfers from various countries are shown as are countryside and settings, as well as some of the boys and girls.

**X-RAY:** It took two years to film all of the various areas that were used by surfers, and there is a good musical accompaniment and a clever narration to go along with the well-taken color footage. Since the entire footage is concerned with surfing, it stands to reason that the entry would appeal in the main to surfing enthusiasts, although a small percentage of other viewers may be enchanted with some of the views of various peoples and seaside locations. Surfing is becoming a big sport, and theatres that can take advantage of the sport and its participants stand to benefit in the way of extra returns. Tie-ins with cooperating shops, schools, etc., will be in order as regards this off-beat offering.

**AD LINES:** "Fun In The Sun Atop A Roaring Wave"; "The Sport Of The Future As Seen 'Round The World.'"

### DO SAVE . . . pink REVIEWS

*They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.*

## FOREIGN

### Cave Of The Living Dead

MELODRAMA  
87M.

Trans-Lux  
(Foreign-made)  
(Dubbed in English)

**ESTIMATE:** Okay horror dualler.

**CAST:** Adrian Hoven, Erika Remberg, Carl Mohner, Wolfgang Preiss, Karin Field. A Richard Gordon presentation; directed by Akos V. Ratony.

**STORY:** Inspector Adrian Hoven is sent to solve the mystery of seven murders which have alarmed the inhabitants of a small village. There are many suspects, but Hoven is inclined to believe it is the work of a vampire. He learns more about these creatures from the village hag. He finally suspects professor Wolfgang Preiss, and saves his assistant, Karin Field, from death. Hoven tracks Preiss to his cave headquarters and kills him in the manner prescribed—a stake through his heart.

**X-RAY:** This vampire tale moves slowly and follows the usual pattern in such prescribed horror fare. Production and acting are routine, with Hoven turning in a satisfactory performance as the nonchalant inspector. Screenplay is by C. V. Rock. The dubbing is very good, and the foreign entry, which is dualled with "Tomb Of Torture," should do as part of the program.

**AD LINES:** "Beyond The Black Mouth Of The Cursed Cave Lurk The Unfleshed"; "A Vampire On The Loose."

### Clouds Over Israel

DRAMA  
85M.

Cornsweet Productions  
(Filmed in Israel)  
(English titles)

**ESTIMATE:** Fair Israeli import.

**CAST:** Yiftach Spector, Ehud Banai, Dina Doron, Hadara Azulai, Shaik Levi, Itzhak Benyamini, Ithak Barzilai, Ygal Alon, Shimon Israeli. Produced by Mati Raz and Harold Cornsweet; directed by Ivan Lengyel.

**STORY:** When Israeli pilot Yiftach Spector has trouble while piloting his plane over the desert, he is forced to bail out, landing not far from where his plane wiped out a small group of Bedouins. The only survivors are Dina Doron and her two young children, who at first fear him but then accept him, especially after he treats her wounds. Before he can move on, two enemy patrolmen arrive. Though Doron refuses to give him away, they find his hiding place. Spector kills one, and the other is shot by an Israeli army officer, sole survivor of any enemy ambush. Spector saves Doron by telling the new arrival, Shimon Israeli, that she saved his life. A light plane lands to inspect the wreckage, and they shoot the pilot and guard. They find that they can't use the plane until certain repairs are effected. Eventually, this is done, and Spector wants to take all back. Israeli remains behind, preferring to wait for help to be sent back. Spector takes off with Doron and her children, but they are shot down shortly afterwards by an Israeli plane, whose pilot suspects it is an Arab spotter craft. Israeli rushes to the crash and finds only the infant alive. He takes the baby with him through the desert.

**X-RAY:** This import starts out on a note of promise and then bogs down in a morass of conversation and over-posed situations. One can hardly wait for something to happen, and when it does, it's not quite enough to overcome



the ordinariness of the story. The acting is fair, and the direction and production are passable. It can serve as filler in the art spots or as a curiosity piece since the number of films from Israel is relatively small. Moshe Hadar wrote the screenplay.

AD LINES: "A Curious Adventure In The Middle of the Desert"; "Two Men Sought By An Army of Arabs Find Refuge In The Desert."

## Engagement Italiano

COMEDY DRAMA  
85M.

Sedgeway Films  
(Italian-made)  
(English titles)

ESTIMATE: Attention-holding import.

CAST: Rossano Brazzi, Annie Girardot, Tony Anthony, Merisa Merlini. Produced by Pietro Notarianni; directed by Alfredo Giannetti.

STORY: Rossano Brazzi and Annie Girardot have been engaged for five years, during which time they often share the same bed. He's not quite ready to share the same name. With his business run by his late father's mistress, Marisa Merlini, who is about his age, 40, he has plenty of time to play around with girls, go out with his bachelor friends, etc. One of his friends, Tony Anthony, would love to have Girardot for himself, but she repulses his desires. As a possible solution, she tells Brazzi that she is pregnant. This brings joy in that it vindicates his sexual prowess, but he still stalls about getting married. Girardot becomes disgusted and finally decides that Brazzi is not the man for her. She breaks with him, turning to Anthony. Brazzi is shocked at being thrown over and turns for comfort to Merlini, who prepares to give him what he needs, perhaps winding up as his wife after a time.

X-RAY: A different-appearing Rossano Brazzi appears in this import to make his role a bit more realistic, and he plays the part of an aging lover on the loose well. The tale holds interest pretty much throughout, with audiences not quite sure of what's coming next. Performances are capable, and direction and production are efficient. Art house audiences should generally appreciate this mixture of drama and comedy, motivated by sex, and react accordingly. The screenplay is by Alfredo Giannetti.

AD LINES: "Their Test Engagement Ran For Five Years Until She Got Tired Of The Testing"; "She Wanted to Get Married . . . He Wanted To Stay Engaged."

## The Sucker

COMEDY  
101M.

Royal Films Int.  
(French-made)  
(English titles)  
(Color)

ESTIMATE: Amusing import.

CAST: Bourvil, Louis de Funes, Venantino Venantini, Henri Genes, Lando Buzzanca, Jacques Eyser, Henri Virlojeux, Jean Meyer, Jean Droze, Jacques Ary, Jean-Marie Bon. Produced by Robert Dorfman; directed by Gerard Oury.

STORY: Bourvil sets out for a touring vacation through Italy. His small car has an encounter with a larger one driven by Louis de Funes. The small car is wrecked, and de Funes bids Bourvil come to his office for settlement. He asks Bourvil to go to Italy, pick up a friend's Cadillac, and bring it to Bordeaux from where it will be shipped to the U.S. He asks Bourvil to tour Italy as planned and even provides expense money and plane fare. It turns out that de Funes heads a gang of crooks

who are planning to smuggle dope, gold, and stolen diamonds in the Cadillac, with an unknowing Bourvil transporting it for them. Meanwhile, a rival gang learns of the plan and tries to hijack the treasure-laden car. Bourvil dents the bumpers and has them fixed. The mechanic finding they are made of gold, is more than happy to exchange them. Bourvil is followed at a distance by de Funes and two henchmen, who lose him or are sidetracked by the opposition. The latter is never quite successful at getting the car. One such attempt results in losing the dope. Bourvil has a few minor adventures with attractive girls, one of whom shorts the battery. The old one with the jewels is discarded. By now, the police are also involved but can find nothing illegal on or in the car. Bourvil now realizes he was a sucker and arranges for all the crooks to be trapped. He recovers the one diamond that was left, hidden in the horn. He has high plans for the insurance, but de Funes has other ideas.

X-RAY: If this were shorter and a bit less involved, it would be a great deal funnier. As it stands now, it has some funny bits and pieces, a few cute routines, some nice color sequences of the French and Italian countryside, okay performances, fair direction, and good production values. Gerard Oury wrote the script with Marcel Jullian. It should do average at the art spots.

AD LINES: "A Comedy Of Errors"; "What A Vacation When Bourvil Becomes Involved With A Gang Of Crooks."

## Sweet Light In A Dark Room

DRAMA  
93M.

Promenade Film  
(Czech-made)  
(English titles)

ESTIMATE: Interesting import.

CAST: Dana Smutna, Ivan Mistrik, Jirina Sejbalo, Frantisek Smolik, Blanka Bohdanova, Jiri Kodet, Eva Mrazova. Directed by Jiri Weiss; a Barandov Studio Production.

STORY: University student Ivan Mistrik is depressed when Jewish families are forced to leave to escape the Nazis or rounded up for transport to concentration camps. When Dana Smutna comes to his building seeking refuge with relatives, who were evicted, he impulsively offers her temporary shelter in his dark room, which is located in the attic of his building. He provides her with food and companionship whenever he dares. Their relationship leads to love. His mother wonders at the missing food, and visits to Smutna become more perilous. His relationships in school and with friends becomes strained because of his problem, and the Nazis are becoming more intense in their edicts. He is worried because Smutna's presence threatens the lives of innocents around him. One day, she is discovered, and the people in the building react in varying ways. Some want her to go, while others are willing to risk life to hide her. She decides that her presence is causing too much trouble and walks out of the building to her death or concentration camp imprisonment.

X-RAY: Reminiscent a bit of the experiences gone through by Anne Frank during her days of fear and terror in Holland during the Nazi occupation, this entry should find a welcome reaction in the art spots with its capable performances and good direction and production. There is a certain amount of suspense to be found here, along with a strained love affair between two young people thrown together by need, sympathy, and compassion. The screenplay is by Jiri Weiss and Jan Otcenasek.

AD LINES: "A Love Affair Blossoms In A Hideout Surrounded By Enemies"; "A Warm, Emotion-Packed Drama Of Young People In Love In Desperate Times."

## Take It All

(A Tout Prendre)

DRAMA  
99M.

Lopert  
(English titles and dialogue)  
(Filmed in Canada)

ESTIMATE: Article jumble.

CAST: Johanne, Claude Jutra, Victor Desy, Tania Fedor, Guy Hoffman, Monique Joly. Created and directed by Claude Jutra.

STORY: Claude Jutra meets Negro model Johanne at a party and falls in love with her. She is married but evidently separated from her husband. She spends some time with Jutra in his bed and his apartment. Eventually, he tires of her and the restrictions placed on his freedom. Even though she has become pregnant, he refuses a reconciliation. Eventually, she loses the child, but this to has no meaning to Jutra, who prefers to think of it as an interlude in his life.

X-RAY: This mish-mash of art, lustful and ethereal romance, etc., must have escaped from the confines usually reserved for underground films (whatever they are) and reached the light of the theatre screen. It doesn't help. The film is composed of a down-to-earth story concerned with the romance of a white artistic type for a colored model in French Canada, and of exercises in arty camera movements, flighty and whimsical dialogue, and attempts to shock the staid and steady. The combination is more annoying than successful although each might have succeeded to a degree on its own. Performances are intense, and direction and production are unusual. The market is limited to the more arty spots in areas where the subject matter will not present a problem.

AD LINES: "The Most Unusual Film In Some Time"; "An Exercise In Film Imagination For Adults Only."

## Tomb Of Torture

MELODRAMA  
88M.

Trans-Lux  
(English-made)

ESTIMATE: Okay horror dualler.

CAST: Annie Albert, Thony Maky, Mark Marian, Elizabeth Queen, and The Monster. A Richard Gordon presentation; produced by Frank Campitelli; directed by William Grace.

STORY: Annie Albert, who is the reincarnation of a murdered countess, is afflicted with nightmares in which she reenacts the murder. Her doctor father, Thony Maky, in an effort to help her, takes her to the scene of the crime. She meets reporter Mark Marian, who has come to investigate the death of two young girls attracted to the castle by the weird tales they had heard. Also on the scene are Elizabeth Queen, who remains because she is determined to find the dead countess' hidden jewels, and an East Indian determined to find the countess' missing body. Albert's condition worsens. Walking in a trance, she discovers a man-monster, horribly disfigured, in the cellar, which resembles a torture chamber. This creature thinks Albert is the dead countess. Marian, in love with Albert, rescues her and ultimately solves the murder.

X-RAY: This horror entry with screenplay by Anthony Kristye and Johnny Seemonelli will do as part of the program. It is doubled with another horror film, "Cave Of The Living Dead." Desired eerie and chill-producing effects are achieved in several sequences. Acting is passable, and for the most part, it is interesting in its way.

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Tomb Of Torture

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AD LINES: "Born Murdered! Prey To The Creatures From The Grave—Creatures Who Kill Again And Again"; "Twice The Thrills—Twice The Chills!"

Up To His Ears

COMEDY  
109M.

Lopert  
(Filmed abroad)  
(English titles)  
(Eastman Color)

ESTIMATE: Import is a bit on the "much" side.

CAST: Jean-Paul Belmondo, Ursula Andress, Maria Pacome, Valerie Lagrange, Jess Hahn, Valery Inkijinoff, Jean Rochefort, Darry Cowl. Directed by Philippe De Broca; produced by Alexandre Mnouchkine and Georges Dancigers.

STORY: Jean-Paul Belmondo is heir to a large fortune, and he is bored. He attempts different ways to commit suicide, which never accomplish their purpose. He travels aboard a yacht with others, but they provide little inspiration, including his fiancée, Valerie Lagrange, who is accompanied by her mother, Maria Pacome; Jess Hahn, a retired English

colonel who has been Pacome's suitor for years; Valerie Inkijinoff, an old Chinese friend; and Belmondo's valet, Jean Rochefort. One day, his accountant shows up and tells him that a number of reverses have wiped out his fortune so he now has a reason to kill himself. Inkijinoff agrees to help and has him insured for several million dollars, making himself and his fiancée beneficiaries. The policy is in effect for 30 days with no payment for suicide. Belmondo's friend agrees to have him killed, after which Belmondo has a strong desire to live. He avoids everyone and everything, especially two suspicious characters who it turns out have been hired by the insurance company to act as bodyguards. He has all kinds of wild adventures, meeting and falling in love with entertainer Ursula Andress in the process. He is finally able to contact his Chinese friend who assures him all was a hoax, but when the attempts on his life continue, it seems that Pacome has decided that her daughter should get the insurance money and has hired a band of professional killers to accomplish the job for a percentage. Belmondo and Andress wind up being chased by the gang head himself, turn the tables on him, and survive. They expect to get married when Belmondo's accountant

appears to announce that there has been a mistake, and he is richer than ever. Boredom sets in again.

X-RAY: The makers of this colorful hodge podge have enough going for them in this entry to turn out a good serial, which is in effect what this is with its colorful, perilous adventures. There is so much concentration on rapidity of movement and change of scenery, situation, and villains that there is hardly any time to develop any kind of story. The latter consists of the sketchiest of skeletons which is bolstered by fair performances, hectic direction, and colorful and energetic production values. Viewers will have to admit that they have seen some good views of Hong Kong and its surroundings by the time the end flashes across the screen, which incidentally takes a bit too long in coming. The players act with tongue in cheek. Titles will limit this to the art spots. The screenplay is by Daniel Boulanger, based on a novel by Jules Verne. Here, color is a definite asset.

AD LINES: "The Wildest Adventures Ever Seen On The Screen"; "He Was Bored Until A Pack Of Killers Got On His Tail And Trail."

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 Time Of Indifference—84m.—Cont. .... 5335  
 Tomb Of Torture—88m.—For. .... 5421  
 To Trap A Spy—92m.—MGM ..... 5377  
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 Treasure Of Silver Lake—82m.—Col. .... 5321  
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(continued on Page 5423)



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# MOTION PICTURE EXHIBITOR

JULY 13, 1966

Volume 75

Number 23

IN TWO SECTIONS

• THIS IS SECTION ONE



## Columnist's Pulse Didn't Pound

(See Page 5)

## Physical Theatre— Extra Profits Dept.

Akira Kurosawa, renowned Japanese director, will co-produce "The Runaway Train" with Joseph E. Levine's Embassy Pictures, his first color feature and the first film a leading Japanese director has ever made outside Japan. Location will be upstate New York.

**HOORAY FOR ME! . . .** see editorial—page 3



# Modesty Blaise



The Place: Woods Theatre, Chicago

The Time: 4 A.M.

The Event: The American Premiere of "Modesty Blaise"

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                      |  |                                                                                              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------|
| <b>CLASS OF SERVICE</b><br>This is a fast message unless its deferred character is indicated by the proper symbol.                                                                                                                                                                                                                                                                                                                                                                                                         | <b>WESTERN UNION</b><br><b>TELEGRAM</b><br>W. P. MARSHALL, PRESIDENT |  | <b>SYMBOLS</b><br>DL = Day Letter<br>NL = Night Letter<br>LT = International Letter Telegram |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 1966 JUL 5 1201 (4-00)                                               |  | NEW YORK                                                                                     |
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| KMA 176 (45)(06)MB311<br>M CA746 PD CHICAGO ILL 5 348P CDT<br>JOSEPH M SUGAR<br>444 WEST 56 ST NYK<br>IF THERE WERE ANY DOUBTS ABOUT MODESTY BLAISE FORGET THEM.<br>I PREDICT IT WILL BE ONE OF THE TOP MONEY PICTURES OF THE SUMMER<br>ON BASIS OF ITS SPECTACULAR OPENING HERE. FIRST FOUR DAYS<br>OUT GROSSED VON RYAN'S EXPRESS WHICH AS YOU KNOW WAS ONE OF<br>THE ALL TIME RECORD GROSSES WOODS THEATRE. ENTIRE CAMPAIGN<br>EXCELLENT CONGRATULATIONS TO FOX FOR ANOTHER WINNER. REGARDS<br>EDDIE SILVERMAN<br>(58). |                                                                      |  |                                                                                              |

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20th CENTURY-FOX

## Modesty Blaise

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 CO-STARRED BY HARRY ANDREWS · MICHAEL CURRY  
 A JOSEPH JANNI PRODUCTION · Directed by JOSEPH JANNI  
 Screenplay by EVAN JONES · COLOR by DELO



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## CHANGING ADDRESS?

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Volume 75 • No. 23

July 13, 1966

Our 48th Year

## “HOORAY FOR ME!”

DISTRIBUTION POLICIES are getting out of hand. This opinion is prevalent among exhibitors affected, and the facts seem to verify their judgment. Chaotic practices in the sale of film spread like wildfire from company to company. Distributors claim that such action is the result of independent planning, but there is no doubt that the effect on theatres is the same as if film companies were acting in concert.

Not too long ago, an area exchange man bunched 20 theatres or more to play second-run engagements in a big city. This caused much dissatisfaction among ticket buyers, who were severely limited in their choice of film fare.

However, a trend had been established, and theatremen left out in the cold threatened law suits to win a moveup. Distributors, deciding that discretion was the better part of valor, decided to give bidding to the disgruntled exhibitors, compounding the confusion. Some theatres gained and some lost as a result, but the point is that exhibitors found it was senseless not to protest. After all, percentage terms remained the same regardless of run or clearance.

However, it didn't stop there. A new gimmick was soon forthcoming. The distributor chose a dozen or so theatres, formerly regarded as second-runs, and offered them the opportunity to bid for first-run product, either day and date with the downtown first-run or eliminating the downtown first-run if the distributor so decided. In order to forestall threatened law suits, established patterns of playoff and clearance were destroyed. Chaos must result from such short-sighted policies.

Quite possibly, the multiple first-run will bring in a short-term profit. Advertising costs are spread over many theatres instead of one downtown situation. However, the picture then

has no place to go after its first-run dates. Instead of playing off sensibly with the impetus of a successful downtown engagement behind it, it comes to town in a flash and disappears without a trace. Filmgoers who don't rush to see it early miss it forever.

These practices may be defended as contributing to a “free” market. In this case, however, “freedom” seems to mean being able to do what is good for one's self regardless of the effect on others. It reminds one of a pertinent quotation: *“When the guilty man says he wants justice—what he really wants is to do what he likes.”*

We would ask offending distributors and exhibitors to put themselves in the position of the first-run theatre, with a fortune invested in a one-purpose building in the heart of a city. After helping the motion picture industry grow to greatness, they are discarded. It would be excusable if the changes resulted in a better, stronger industry. Instead, they have fostered confusion and distrust and severely harmed theatres at every level of clearance and run.

We wouldn't even venture a guess as to the next new gimmick in the sale of motion pictures. It probably will add to the confusion that has already resulted in fewer theatres, less product, and less employment. Despite an understandable reluctance to accept governmental control of industry practices, more and more theatremen look to Washington for assistance. It is an unhealthy situation in every respect.

The time has come for all in the industry (and that includes the lawyers) to stop and think. Where are we headed and is a selfish disregard for others in the industry any way to get there?

Too many people are busy yelling *“Hooray for me.”*

## PARABLES FOR OUR TIME

A REPUTABLE BUSINESSMAN hired porters to transport some jugs of wine. Accidentally, they broke part of the load, and their employer took their clothes in compensation. Appealing to the Justice of the town, the working men contended that they had labored an entire day, exhausted themselves, and now had nothing. The Justice ruled that their garments be returned and that they be paid. The reputable businessman protested, saying his actions were “legal,” considering the circumstances. The Justice replied, *“Indeed it is legal—but the Scriptures say, ‘Thou shalt do that which is right and good in the sight of the Lord.’”*

Exhibitors paying 50 or 60 per cent for run-of-the-mill pictures admit that distributors are doing what is “legal.” They would welcome for a change treatment that is *“right and good.”*

Another man had three friends, two of whom he loved dearly and the other whom he esteemed lightly. One day, he was summoned before the King and became greatly alarmed. He wished to obtain an advocate. Thereupon, he went to the two friends he loved. One flatly refused to accompany him, and the other agreed to go only as far as the King's gate. So he went to the third friend, whom he least esteemed. Not only did he accompany him, but he so ably defended him that he was acquitted. Every man has three friends when Death comes. His first friend, his money, can not go with him a single step. His second friend, relations and neighbors, can accompany him only as far as the grave, but can not defend him before his Creator. His third friend whom he does not highly esteem—his good works—can go with him before his Maker and obtain his acquittal.

What is the extent of your good works?



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Wedding Bells

Randee Carole Klein, daughter of Mr. and Mrs. Eugene V. Klein, Beverly Hills, Cal., was married to Michael P. King, son of Mr. and Mrs. Morry King, Las Vegas, Nev. Klein is president of National General Corporation.

### Arrivals

Joseph Ende, United Artists vice-president, controller, and assistant treasurer, became a grandfather for the second time with the birth of Adam Matthew Ende at Long Island Jewish Hospital, the second son of Howard and Norma Ende.

A daughter, Brynn Natasha, was born to Mr. and Mrs. Barry Kaufman at Long Island Jewish Hospital. The father is a member of Paramount Pictures' advertising department in New York.

### Obituaries

Louis Astor, 79, former eastern sales manager for Columbia Pictures, died.

Harry A. Dearmin, 64, former manager of the Orpheum, Marshalltown, Ia., died.

Jack Emenheiser, 63, died in St. Anthony's Hospital, Oklahoma City. He had been identified with the motion picture industry for many years and at the time of his death was operating the Wax Museum and theatre at Frontier City, U.S.A., located in the northeast part of Oklahoma City. He was connected with several companies in Oklahoma City, Charlotte, and Atlanta. He was a salesman in Oklahoma City with Republic, and was connected with United Artists in Charlotte and Atlanta. He also was a salesman for Screen Guild Productions in Oklahoma City. He also toured his wax museum of lawmen and outlaws in Oklahoma and Texas. He was a charter member of The Colosseum of Motion Picture Salesmen of America, Loge 30, and a member of Variety Club of Oklahoma Tent 22 for many years. Survivors include his wife, a brother, and three sisters.

Jerry Safron, western sales manager for Columbia Pictures and formerly with RKO in Philadelphia, died while on a business trip in Oregon.

Arthur Sawyer, 89, one of the country's early motion picture producers and an associate of W. E. Atkinson, of the Roxy Theatre Corporation, New York, died in Keene, N. H. He retired from the industry in 1954.

Bob Steele, 60, star of innumerable old western movies, died in Veterans Administration Hospital, Biloxi, Miss. Survivors include his widow and a daughter.

Frederic E. Wiener, 59, who played piano and organ in metropolitan Hartford, Conn., theatres in the silent screen days, died.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JULY 11

## S W Reports Record Profit Despite Theatre Decline

NEW YORK—The consolidated operating profit of Stanley Warner Corporation for the quarter ended May 28 increased by 46 per cent over the profit for the same quarter one year ago, it was announced by S. H. Fabian, president.

For the May quarter, the consolidated operating profit was at a new record amounting to \$2,248,100, equivalent to \$1.09 per share on the outstanding common stock. The profit for the same quarter last year was \$1,538,000, or 75 cents per share.

The consolidated operating profit for the nine months ended May 28 was also at a record high. Such profit was \$6,222,500, which is 52 per cent higher than the \$4,102,000 earned during the corresponding period one year ago. The earnings for the nine months ended May 28 are equivalent to \$3.01 per share on the outstanding common stock, which compares with \$2.00 per share earned for the same period last year.

During the nine months ended May 28 there was a credit to earned surplus of \$506,700, resulting from profits on extraordinary non-operating items. For the corresponding period last year, there was a charge to earned surplus of a loss of \$560,300 arising from unusual property dispositions.

For the three months ended May 28, merchandise sales reached a new high of \$48,861,300, an increase of \$7,957,300 over the \$40,904,000 reported for the corresponding quarter last year. Theatre and television revenues declined by \$175,700 from \$10,515,500 to \$10,339,800.

Merchandise sales for the nine months ended May 28 were at a record high of \$134,317,300, an increase of \$22,674,000 over the \$111,643,300 reported for the same period one year ago. Theatre and television revenues declined by \$1,447,400, from \$30,482,200 to \$29,034,800.

At the end of May, Stanley Warner operated 181 theatres as compared with 202 theatres at the close of May one year ago.

## MGM Mails New Stock

NEW YORK—Metro-Goldwyn-Mayer, Inc., mailed new stock certificates to stockholders of record June 24 in accordance with the two-for-one stock split approved at the special stockholders meeting held May 24.

President Robert H. O'Brien stated in an accompanying letter to shareholders that each new certificate gives one additional share for each share held as of the close of business June 24, when the stock split became effective. The new certificates represent one-half of each stockholder's total holdings in the company. The other half is represented by the old certificates in stockholders possession held as of the close of business June 24. The holdings represented by each old certificate remain the same as the number of shares shown on the face of that certificate and need not be exchanged for new ones.



## BROADWAY GROSSES

### "Woolf" Still Howling

NEW YORK—With all holdover product, the Broadway first runs, led by the Criterion with Warners' "Who's Afraid Of Virginia Woolf?," were doing well in the post-holiday period. The breakdown was as follows:

"THE GLASS BOTTOM BOAT" (MGM). Radio City Music Hall, with usual stage show, reported \$103,000 for Thursday through Sunday, with the fifth and final week going to \$160,000.

"CAST A GIANT SHADOW" (UA). DeMille stated that the 15th week was \$9,500.

"DR. ZHIVAGO" (MGM). Capitol garnered \$31,000 for the 29th week.

"BORN FREE" (Columbia). Loew's State reported \$20,000 for the third week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli announced \$51,000 for the 71st week.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$23,000 for the seventh week.

"NEVADA SMITH" (Paramount). Victoria did \$29,000 on the second session.

"WHO'S AFRAID OF VIRGINIA WOOLF?" (Warners). Criterion should top \$98,000 on the third week.

"CINERAMA'S RUSSIAN ADVENTURE" (United Roadshows). Warner Cinerama took in \$9,000 on the 13th and final week.

## New Para. Post For Isaacs

NEW YORK—Phil Isaacs has been appointed U.S. and Canadian sales director for special attractions, it was announced by Paramount Pictures' general sales manager Charles Boasberg.

Working under Boasberg's supervision, Isaacs will direct sales and bookings for Paramount's roadshow attraction, "Is Paris Burning?," and the special release of "Bolshoi Ballet 67," with other major releases to be placed under his supervision later.

Isaacs joined the Paramount home office staff in January as sales manager for "The Ten Commandments." Previously with the International Telemeter Corporation, he has held various positions in the distribution department since 1946.

## Chinese Bow For "Voyage"

NEW YORK—The gala world premiere of 20th Century-Fox's "Fantastic Voyage" has been set for Aug. 31 at Grauman's Chinese Theatre in Hollywood, it was announced by Joseph M. Sugar, vice-president in charge of domestic sales.

The CinemaScope and DeLuxe Color production, two years in the making, tells of the fascinating journey by a group of miniaturized scientists and physicians into the living body of a man. To construct the unusual sets, physicians and anatomical specialists from the UCLA School of Medicine were consulted.



# Columnist's Pulse Didn't Pound

## Hock, Hutner, Hollinger To Para. Executive Posts

NEW YORK—With the creation of three new executive posts, Paramount Pictures is implementing a new and expanded operational pattern for its marketing and merchandising activities, it was announced by Joseph Friedman, vice-president and director of advertising and public relations.

Under the new arrangement, Friedman will have three executive assistants reporting directly to him, each charged with wide-ranging responsibilities in their respective areas. These three executives will be Mort Hock, assistant for advertising and merchandising; Meyer Hutner, assistant for publicity and public relations; and Hy Hollinger, director of special projects.

The new system will, in effect, bring together a top-level creative and operational team, each member of which will have a complete staff of specialists under his direction. Designed to serve Paramount's long and short-term merchandising and marketing needs, this will be brought about through a realignment and expansion in the areas of the company's advertising, publicity, and promotional activities on a world-wide basis.

Hock was previously Paramount's advertising manager. He was earlier director of advertising for United Artists Corporation, and was an advertising account executive with the Blaine Thompson Company.

Hutner has resigned as publicity director of United Artists Corporation to join Paramount. Prior to joining UA in 1962, he had held key publicity posts with Astor Pictures, Warner Brothers, Samuel Goldwyn Productions, and 20th Century-Fox.

Hollinger had been Paramount's publicity manager since 1962, having joined the company the previous year as public relations manager for the International Telemeter division. He had been a staff writer with Variety and has also held posts with Warner Bros. and with newspapers in New York and Pennsylvania.

## Brandt Chain Ups Levine

NEW YORK—Martin Levine, executive vice-president and general manager of the Brandt 42nd St. Theatre Chain, announced the appointment of Carl M. Levine as assistant general manager. He replaced Louis Vorzimmer, recently retired.

Carl Levine joined the Brandt organization as a theatre manager nine years ago, after serving as a unit manager at NBC. He received intensive training in the various theatres of the chain and was then promoted to supervisor. Besides theatre operation, purchasing, booking, and personnel management, he also received training in real estate.

## Cobb Circuit To NATO

NEW YORK—R. C. Cobb, Fayette, Ala., has joined the National Association of Theatre Owners. Cobb has 18 theatres, 17 in Alabama and one in Atlanta, Ga. Announcement was made by director of exhibitor relations George Roscoe, who arranged for the membership.



William Wyler, center, was honored recently with a citation presented him by James F. Gould, president, Radio City Music Hall, New York, in appreciation for the entertainment and stimulation his films have brought to millions of patrons. Fred Kohlmar, left, producer of the 20th-Fox release, "How To Steal A Million," which will be the Music Hall's next screen attraction, looks on.

## NATO Urges Opposition To Daylight Savings Time

DETROIT—The National Association of Theatre Owners is urging theatremen and local exhibitor associations to prevent imposition of compulsory daylight time by the federal government next year.

According to NATO, daylight time will be mandatory unless the various state legislatures enact a specific law prior to April 1, 1967, requiring entire states to observe only standard time. Exhibitors and most of the local exhibitor associations in those areas which have remained on standard time during the summer months are already working to see that such legislation will be passed in their states before the April deadline.

NATO feels most people would reject daylight savings time if they are given the facts and if opposition is organized. Among the organizations that could help fight daylight savings time are farm organizations, farmer cooperatives, milk producers' associations, state farm bureaus, parent-teacher associations, churches, restaurants, night clubs, golden-age clubs.

## Chakeres Buys Gloria

SPRINGFIELD, O.—Chakeres Theatres, Inc., has announced the purchase of the Gloria Theatre building and its site, Urbana, O., from Warren G. Grimes.

The Gloria, an Urbana landmark for 59 years, was originally built as the Clifford in 1907 by owner William Clifford, and rebuilt in 1917 after a disastrous fire.

The building was purchased in 1941 by Grimes and renamed the Gloria, and after extensive renovation reopened as one of the area's finest theatres.

Gloria will be closed in the near future for renovation and when reopened will play the best films available, according to Michael Chakeres, vice-president and general manager of the Chakeres chain. Chakeres Theatres has operated the Gloria during the past 25 years and will retain its present staff under the management of Harold Haggard.

## Houston's Would-Be Censors Attacked By Reporter As Protests Cancel Screening Of "Sleeping Car Murder"

HOUSTON—Recently, the Delman Theatre stopped a sneak preview of "The Sleeping Car Murder" upon the complaint of several patrons who found the movie so unspeakable that they objected to its continuation.

George Christian, columnist of the Houston Post, had an opportunity to see the film following the incident and stated that "in my eyes it wasn't obscene at all.

"The offending passages were intended to depict the erotic disturbance of a man suspected of killing a woman on a train. First he envisioned the woman, lightly clad, being fondled in a rather stylized fashion. Then he rubbed his fingers against the superstructure of a nude drawn on a phone booth wall.

"Neither of these episodes made my pulse pound and in my view this lack of acceleration gets the movie off the hook. The Supreme Court recently defined pornography, I believe, as that which is intended to incite. A lot of movies that get by without raised eyebrows are nearer to pornography than 'The Sleeping Car Murder' which is basically just a thriller.

"The impulse to censor, impromptu at least in this case, appears to be growing stronger and more institutionalized elsewhere.

"Dallas now has a notorious censor board, which, in the folly characteristic of such bodies, recently declared Cornel Wilde's 'The Naked Prey' unfit for children."

In his article, Christian also pointed out the fact that a group of ladies in Orange, Tex., gathered together "to keep the public warned—a sort of sentinel flock, you might say—of dubious films. They derive their information on the subject from such agencies as the National Catholic Office of Motion Pictures, Parents Magazine, and the Green Sheet; the latter polls such organizations as the American Jewish Committee, the Daughters of the American Revolution, General Federation of Women's Clubs, Protestant Motion Picture Council, etc.

"I wonder what the National Catholic Office of Motion Pictures thought of Federico Fellini's last two movies, which are somewhat hostile to the church. I though his "8½" a masterpiece.

"Can we trust them, with their various axes to grind and their multiple biases to hone, to tell us what to see? That is a rhetorical question. Obviously we can't, even granting them good will.

"The censor is the enemy of art. He may eliminate a certain amount of rubbish; he will also eliminate much of value, and the result will be the sort of homogenized cinema we had while the Production Code remained inflexible. Let's not start that here."

## RKO Promotes Underwood

NEW YORK—Thomas J. Crehan, vice-president of RKO Theatres, announced the promotion of Eugene Underwood to manager of the circuit's Bushwick, Brooklyn. Underwood has previously served the company as assistant manager.



# Production Activity At Boom Pace, But "Runaways" Alarm Labor Unions

By MARK GIBBONS

HOLLYWOOD—Will cobwebs—the genuine article spun by spiders and not the variety fabricated for movie shots—appear in the near future on Hollywood sound stages now bustling with production activity?

Will jobless studio employees form block-long lines outside the State Employment Bureau to collect unemployment insurance?

Is Hollywood threatened with becoming a "ghost" town?

Fantastic and fearful as the dolorous idea suggests, it is more than pessimistic thinking in the minds of Hollywood labor leaders. On July 1, American motion picture production was at a 20-year high, but two-thirds of the films were on foreign locations, and the union leaders are fearful that television production will join the "runaway" trend. Said John W. Lehnert, president of the Hollywood AFL Film Council which represents most movie craft unions:

"We are concerned that if tv ever gets away like the feature situation, we'll really have a problem. Without television production, Hollywood would be a ghost town." Then Lehnert cited two video series of major proportion which will be made outside the United States—"Tarzan" in Mexico and "Rat Patrol" in Spain—and he said he is alarmed because tv activity has "just commenced to take a trend that way. Foreign-made television films and even foreign-made commercials are being made to sell American products to American workers."

To this gloomy observation, Buck Harris of the Screen Actors Guild added that American workers who are potential customers for the products advertised on tv are losing work because of the runaway trend. He characterized the situation as "repugnant to American ideals."

MOTION PICTURE EXHIBITOR learned that motion picture labor representatives already have discussed the film runaway problem with Jack Valenti, the recently named president and chief executive officer of the Motion Picture Association of America. A labor spokesman told MPE:

"He (Valenti) definitely appears sympathetic to the problem and has offered to sit down with us to see if a solution can be worked out. But it's a rugged one for which to find a solution."

Lehnert announced that his organization and the Screen Actors Guild plan to meet this month (July) with advertising industry representatives in New York to discuss the threat of tv runaway production. A list of foreign-made series, commercials, and films is being compiled for presentation at the meeting. Lehnert also said the American Association of Advertising Agencies and the Association of National Advertisers have willingly agreed to the meeting, adding that the advertisers have been "very cooperative."

Attending the session in New York will be George J. Flaherty, vice-president of the International Alliance of Theatrical Stage Employees, of which most movie unions are a strong component part; Ralph Clare, Teamsters Local 399; Clayton Thomason, Scenic and Title Artists Local 816; H. O'Neil Shanks, Screen Extras Guild; Robert W. Gilbert, legal



Charlton Heston is seen at the recent premiere of United Artists' "Khartoum" at the Golden Gate Cinerama, San Francisco.

## What's The Lineup?

NEW YORK—The Motion Picture Industry Softball League All-Star Committee announced that the appearance of Messrs. Jensen, Gifford, Sumerall, Irvin, Coleman and Rizzuto on the CBS All-Star team on Wednesday, Aug. 10 for the Will Rogers Fund is only tentative at present. Some or all of them may appear, but the announcement that they would definitely play was premature.

counsel for the committee; and Lehnert. Non-committee members expected to attend include Herbert Aller, International Photographers Local 659, IATSE, and a representative of the SAG.

Lehnert said no definite action program has been planned to head off runaway tv production because the Council's foreign film committee wants to meet with advertising officials first and "wants to know where we stand."

It is anomalous that labor's fit of jitters is concurrent with economic signs shining bright in Hollywood; feature film and tv film production is booming and employment is rising. Employment in production, distribution, and exhibition totaled 34,500 in May, according to Gaylord Pitts, statistician for the State Department of Labor. The department lumps tv and feature film production together. The employment figure still is below the 40,000 of last December, but is 2,500 higher than a year ago and appears on a seasonal rise. Pitts added the record Hollywood employment figure was between 46,000 and 47,000 in the post-World War II boom.

California State Labor Department statistics also revealed that 3,741 motion picture industry workers received unemployment compensation in April, the most recent figure available.

A spot check of producers revealed that 55 feature films are being made by American companies as compared to an average in the 30s in recent early summers. However, 34 of the 55—or 62 per cent—are being made abroad by U.S. film firms to take advantage of new and glamorous background locations and cheap labor.

Meanwhile, tv production remains centered here, with 72 video programs in production by American companies as compared to 62 a year ago in June-July.

## Hartford Pay-TV Test Seen Fulfilling Purpose

HARTFORD—In a statement at start of fifth year of subscription television via RKO General owned-and-operated WHCT-TV, Hartford, company president John B. Poor asserts that "STV has proved what it set out to prove."

"Exclusive, diversified 'boxoffice' entertainment has been brought to subscriber homes every night of the week," he says. "These programs are not available over conventional tv and are in many cases otherwise unobtainable anywhere in the Hartford area. STV has brought them home at a fraction of the price-per-person these shows would cost outside and has offered its subscribers other advantages of comfort and convenience."

"All this has been accomplished without injury to other entertainment purveyors such as theatres, concert halls, stadia, and television stations."

"As we start our fifth year, we look forward to the inauguration of subscription tv projects in other areas which were shown the way by what began in our pioneering city."

With exception of sporadic "Specials," STV fare here has consisted of motion pictures, both current and vintage. Subscription roster is past the 6,100 mark.

## Buffalo Facelift Set

BUFFALO—Upgrading, refurbishment, and impressive programming innovations are predicted for Shea's Buffalo by its owner, Leon Lawrence Sidell, who has granted a new lease to Loew's Theatres, Inc.

Sidell's enthusiastic forecast has been corroborated by William J. Trambukis, vice-president and northeastern division manager of Loew's, who was in Buffalo to execute the lease, which will extend through September, 1969. The 3500-seat theatre's spacious stage will be refitted. Intermittent stage entertainments definitely are planned, Trambukis said. A typical early possibility would be a September engagement of the Metropolitan Opera's national company.

Meanwhile, the long-closed Pearl Street entrance and box office are being restored. Sidell also announced the Oct. 1 opening of a parking lot on Pearl Street property opposite the Buffalo.

"Loew's always has believed in Buffalo," said Trambukis. "How could it not, with 'Sound of Music' in its 66th prosperous week in our Shea's Teck? Our faith is stronger than ever in association with the constructive Mr. Sidell."

Frank Arena is city manager in Buffalo for the Loew theatres, the Buffalo and Teck.

## ABC Handles Fox Records

NEW YORK—In a major move to strengthen its record operation, 20th Century-Fox Film Corp. has made arrangements with ABC Records, Inc., to distribute and merchandise all future releases of 20th Century-Fox Records, it was announced by Seymour Poe, 20th-Fox executive vice-president.

Under the agreement, negotiated with Larry Newton, president of ABC Records, a subsidiary of American Broadcasting Co., ABC Records also acquires worldwide distribution of Movietone Records, a budget-priced subsidiary, on a long-term basis. The arrangements honor 20th-Fox's present international licensing agreements.



## SW Newark Zone Men Plan "Touchdown" Drive

NEWARK, N.J. — Charles A. Smakwitz, zone manager for the Newark zone of Stanley Warner Theatres, fired the opening gun for a drive which will take place during September-October-November-December at a meeting which included heads of departments, district managers, and all managers of the territory.

The drive will be known as "Touchdown Attendance Drive" with cash payoff to the winners. There will be \$1500 in actual cash prizes. The drive will be judged on outstanding efforts, ingenuity, special activities, campaigns on pictures, tieups, and with the predominating slogan, "Expense Is The Enemy Of Profit."

Edgar Goth, advertising head, outlined the advertising approach on several pictures. Louis E. Dennis, contact head, spoke about handling the various business details at the theatre. George Isenberg, real estate head, stressed the importance of real estate in connection with the theatre operation. John Damis, head of maintenance and repairs, spoke on maintaining a tight hold on expenditures. Charles Piltz, sound engineer, urged the continual supervision by the managers for perfect sound and projection. John McKenna, head of booking and buying, enumerated the picture availabilities during the drive. Anthony Williams, assistant zone manager; Harold C. Widenhorn and Martin Burnett, district managers, also spoke.

Prizes were handed out in the recent "Othello" contest to Martin Burnett, Strand, Albany, \$500 bond; William Weiss, U. S., Paterson, N. J., \$150 bond; Fred Dressel, Millburn, Millburn, N. J., \$100 bond; and Sabi Conti, Stanley, Jersey City, N.J., \$50 bond.

Prizes were also given out for the "Evening with the Royal Ballet" to Harry Wiener, Wellmont, Montclair, N. J., \$250 bond; Conti, \$50 bond; and Dressel, \$40 bond.

## R. Zanuck To Fox Board

NEW YORK—Richard D. Zanuck, vice-president in charge of production for 20th Century-Fox Film Corp., was unanimously voted a member of the board of directors. Prior to the action, the board had voted to increase the number of members by one from 12 to 13.

# Supreme Court Hears Arguments In Fight Over Calif. Pay-TV Ban

## Variety Membership Up; Carreras Predicts 10,000

LONDON—Jack Fitzgibbons, membership chairman of Variety Clubs International, has announced that the movement attracted nearly 500 new members during the period Jan. 1-May 31. This brings the total membership of Barkers in America, Canada, Mexico, Ireland, and Britain to 8,600.

This big recruitment can in part be attributed to the vast interest created by H.R.H. The Duke of Edinburgh's visit of Variety centres in America and Canada last March.

International chief barker James Carreras predicts that the membership roll will reach 10,000 during the next 18 months.

## New Fox Post For Hakim

NEW YORK—The appointment of Andre Hakim as European production representative of 20th Century-Fox Film Corp. was announced by Richard D. Zanuck, vice-president in charge of production. As part of his duties, Hakim will join the board of 20th Century-Fox Productions, Ltd., as managing director.

For the past several years, Hakim has been a key executive with the company in Paris. During that time, he also personally produced a number of films in France.

## Schenck Joins SIP

HOLLYWOOD—Aubrey Schenck Enterprises, Inc., has become the 26th member of the Society of Independent Producers, according to a joint announcement by Aubrey Schenck, president and executive producer of the company, and Eugene Arnstein, executive vice-president of the Society.

WASHINGTON—Powell Pierpoint, attorney for Sylvester (Pat) Weaver, told the Supreme Court that the California anti-pay tv statute is unconstitutional for a number of reasons, among them discrimination between pay tv to homes and pay tv to theatres, as he asked the Court to refuse to review the California Supreme Court action knocking out the statute.

The California Attorney General has asked the Supreme Court to overturn the court in his own state on grounds that the act is within the police power of the state and is aimed at protecting its citizens.

It was argued that the act violates the equal protection clause of the Constitution by depriving the public of the right of choice. Pierpoint ridiculed the assertion of Fox West Coast Theatres in their "friend of court brief" to the effect that there is no restraint on free speech because respondents can use free tv. He said that the First Amendment protects all forms of communication, not just a privileged few. Even if the act's goal of protecting free tv were valid under the First and Fourteenth Amendments, there is no clear and present danger from which California citizens need protection, it was argued. Danger for free tv from pay tv was termed unproved. Regulatory agencies can adequately supervise subscription television businesses so as to preserve for the public all of their benefits and at the same time cure or eliminate any practices which experience demonstrates are adverse to the public interest, Pierpoint argued. He also stated that the California Supreme Court decision was adequately based in state law, and that the U.S. Supreme Court need not review the federal questions involved.

## N.Y. Allied Hears Cohen

BUFFALO—A meeting of the board of directors of Allied Theatres of New York State, Inc., was held in the Old Spain Restaurant here. President Sidney J. Cohen made a detailed report on the NATO national executive committee conference in New Orleans and the Will Rogers Hospital meeting at Saranac Lake. He is a member of the hospital executive committee.

In discussing the coming combined convention of N.Y. and N.J. Allied at the Concord Hotel, Kiamesha Lake, Aug. 8-11, Cohen declared that there is a record-breaking registration in spite of the fact that the big conclave is a month away.

Cohen has appointed the following nominating committee, members of which will soon come up with a slate of directors for Allied of New York: Ronnie Zackem, Lockport Drive-In; Al Burns, Joylan Theatre, Springville; Dick Geitner, Angola Theatre, Angola; Lou Levitch, Cinema I and II, Amherst; and Joe Warda, Lancaster Theatre, Lancaster. The election of directors will be held July 14.

## "Tai-Pan" To MGM

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., and Martin Ransohoff, production head of Filmways, Inc., announced the acquisition of motion picture rights to "Tai-Pan," James Clavell's best-selling historical novel about the founding of Hong Kong in the turbulent days of the 1840's.



Charles A. Smakwitz, zone manager, Stanley Warner Theatres in the states of New Jersey and New York, recently opened a four-month drive for September, October, November, and December at a meeting at the Robert Treat Hotel, Newark, N.J. Seated around the table are Martin Burnett, Albany district manager; Louis E. Dennis, contact head; Smakwitz; Harold C. Widenhorn, district manager; Edgar Goth, advertising head; John McKenna, head of booking and buying; Anthony Williams, assistant zone manager; and standing, Charles A. Piltz, sound engineer; John Damis, head of maintenance and repair; and George Isenberg, head of real estate.



# Sack Theatres Turns Back Clock In 18-Hour July 4 Radio Salute

BOSTON—Sack Theatres sponsored an 18-hour radio broadcast in which disk jockeys powdered imaginary wigs, broke into minuets, and razed King George III of England, pretending it was July 4, 1776, instead of 1966.

Alan Friedberg, general manager of Sack Theatres, said the theatre chain, operating six houses in downtown Boston, the Cheri, Beacon Hill, Gary, Saxon, Music Hall, and Savoy, believed "all media of communications, radio, tv, newspapers, and the motion picture industry owe a special debt to the founding fathers."

"By no means the least of the objectives for which our forefathers fought and died was freedom and liberty, which were promulgated by Jefferson, Hamilton, Patrick Henry, Thomas Paine, and the multitude of signatories to the Declaration of Independence and subsequently incorporated into the Constitution and the Bill of Rights appended thereto. They are directly responsible for a legal and social climate which has made possible the production and exhibition of motion pictures free from governmental control over ideological content."

All the news disseminated throughout the day from 6 a.m. to midnight was about the Continental Congress' debate over the Declaration of Independence and what the invading British Redcoats were doing in New York.

Friedberg continued: "It is because of the vision and the intellectual maturity of our Revolutionary ancestors and the intrinsic strength of our democratic form of government that we are able to present motion pictures expressing all shades of opinion, even opinions and concepts inimical to vested beliefs. One need only journey abroad, both to Iron and Bamboo Curtain countries and even to many so-called 'democracies,' to realize that what we take for granted in terms of a 'free screen' is by no means a universal happenstance."

"Just recently, local officials in Munich, Germany demanded that a whole reel of film be deleted from 'The Sound of Music' and the Czechoslovakian government refused to permit the exhibition of 'The Russians Are Coming, The Russians Are Coming.' It is the free exchange of ideas in the marketplace, even unpopular ideas, that is the warp and woof of the democratic society. And there is no better and more effective medium for the communication of ideas than the motion picture screen."

"But liberty is not to be construed as license. We have a responsibility to the public too. The freedom to present motion pictures incorporating unorthodox or unpopular views is not to be confused with the right to present films which are immoral, obscene, without any redeeming artistic merit, and which appeal only to prurient interests. Ideology is not to be confused with licentiousness. We shall continue to exhibit a diversity of films, some of which may well be controversial; and we shall ever be grateful to our august Founding Fathers for insuring to us the freedom to do so; but we shall also be mindful of our responsibility to the public."

The special broadcast featured statements in the voices of Thomas Jefferson, Benjamin Franklin, John Hancock, Alexander Hamilton, Samuel Adams, Patrick Henry, and other notables, and was accorded the Medal of Honor of the Freedoms Foundation.

## Hartford Welcomes First New Theatre In 15 Years

HARTFORD—Metropolitan Hartford's first new theatre project in 15 years—the 800-seat, \$300,000 UA Theatres' Cinema East—was to open in the Manchester Shopping Parkade, 10 miles east of Hartford, today (July 13).

Milton Daly, for the past year manager of the Stanley Warner State, Manchester, has resigned to join the UA circuit as Manchester resident manager. He had been with SW three years.

The partnership between UA Theatres and the Bernie Menschell interests, originally slated to operate the Cinema East, has been dissolved by mutual agreement.

## SW Elects Rosenzweig

NEW YORK—S. H. Fabian, president, Stanley Warner Corporation, announced the election of Bernard H. Rosenzweig as vice-president of Stanley Warner Theatres, Inc.



ROSENZWEIG

Rosenzweig started with Warner Bros. Pictures in 1937 serving in various financial and operating capacities. For the past nine years, he has been in charge of real estate operations for Stanley Warner.

Rosenzweig, a native of Throop, Pa., was graduated from Pennsylvania State College in 1934 and from Harvard University, Graduate School of Business Administration in 1936. He is a member of the Harvard Club.

## 12th House For Ackerman

UNION, N.J.—Meyer Ackerman has concluded arrangements to build a 1250 seat theatre in Union, N.J. The theatre will be part of a multi-million dollar complex which includes a motel, restaurant, stores, and a theatre. The site is at the intersection of the Garden State Parkway and Route 22, adjacent to the largest discount house in Union County.

Ackerman operates seven theatres as part of his F & A Theatres, two in partnership with UA Theatres, and two independently. The new house will be operated independently.

## Wow Bow For "Woof"

NEW YORK—"Who's Afraid of Virginia Woolf?," breaking house records in theatres from coast to coast, has grossed more than \$1,300,000 in 48 theatres in the United States and Canada, it is announced by Warner Bros. vice-president and general sales manager Morey (Razz) Goldstein. The film opened within the past week in 44 theatres, following premieres in Hollywood, New York, and Honolulu.

## "Ulysses" Filming Starts Under Reade-Strick Flag

DUBLIN, IRELAND—Walter Reade, Jr., president and chairman of the board of Walter Reade-Sterling, Inc., and Joseph Strick announced the start of production in Dublin, in association with British Lion, of James Joyce's "Ulysses."

Strick is directing the film and has written the screenplay with Fred Haines. The motion picture version of the monumental novel is being filmed in Panavision 70 and is scheduled for release on a reserved seat basis in 1967.

For Reade and Strick, the start of production was the culmination of two years of steady work on the project. Strick began immediately after the completion of his production of Jean Genet's "The Balcony."

The success of Reade and Strick in bringing "Ulysses" to production brings to an end a series of unsuccessful attempts by such movie giants as Jerry Wald and Darryl F. Zanuck, both of whom, at one point, announced the project but failed to find the right combination of script, cast, and locations and gave up their rights to the property. Producer-director Jack Cardiff picked up the rights to "Ulysses" when Zanuck relinquished them at Fox, but he, too, failed to get the property into production.

The film will be shot entirely in Dublin, at the actual locations described in the novel. Strick has set a four month shooting schedule with major photography to be completed in October. He described the film as "open budgeted."

Strick said, "We will spend as much as is necessary to bring what is universally considered to be the 20th Century's most important novel to the screen with fidelity to the genius of James Joyce."

The most difficult problem in assembling the production, Strick said, was the selection of the cast. "Mr. Reade and I decided that the flavor and the spirit of Joyce's 'Ulysses' could best be preserved if we did not cast big-name actors in the film. They tend to bring personal identities to each role which could overpower the reality and flavor of Joyce's unforgettable characters. Instead we spent many months seeking fine actors who have not yet become overly familiar to the movie going public."

"We believe Joyce's 'Ulysses' has its own built-in unique box office appeal and our only concern was to cast each part with great honesty, without regard to our actors' marquee value."

The novel's central characters, Leopold and Molly Bloom, are being played by Milo O'Shea and Barbara Jefford, respectively. Stephen Dedalus will be played by Maurice Rooves, and Buck Mulligan will be portrayed by T. P. McKenna.

## U Signs McLaglen

UNIVERSAL CITY, CALIF.—Director Andrew V. McLaglen has been signed to a five year non-exclusive directing pact by Universal Pictures, it has been announced by Edward Muhl, vice-president in charge of production.

Under terms of the contract, McLaglen, who previously megged "Shenandoah" and "The Rare Breed" for Universal, will rein one film annually at the Valley lot starting late this year.

McLaglen is currently directing Kirk Douglas, Robert Mitchum, and Richard Widmark in Harold Hecht's production of "The Way West" for United Artists on location in Eugene, Ore.



## Sen. Mundt Pushes Bill Aimed At Curbing Obscenity

WASHINGTON—Senator Karl Mundt, R., South Dakota, told the Senate, as the Government Operations Committee reported his bill to set up a special commission to develop methods to curb the traffic in obscene materials, that legislation should be enacted promptly to afford a qualified group of experts the "opportunity to seek safeguards against the violation of privacy, leading to distortion of moral character, which comes from the smelly traffic in pornographic, obscene, and filthy books, pictures, and other noxious materials."

The Mundt bill, which previously has cleared the Senate twice, is co-sponsored by 28 other senators.

It would provide the mechanism for a two-year study of the problems by a 20-member commission, including congressional and government representatives, educators, lawyers, and prominent publishing, broadcasting, and film industry executives.

The commission would be directed to "study the need for any new federal regulations for controlling such traffic, as well as the general need for state laws or local ordinances for this purpose."

Mundt emphasized that the proposed legislation in no way is designed to bring about censorship.

## Sunshine Now A Publisher

NEW YORK—Morton Sunshine has become publisher of the Independent Film Journal, trade publication in the motion picture industry.



SUNSHINE

He has been its editor for 20 years and will now function as editor and publisher.

Sunshine has had wide industry experience, having served as executive director of the Independent Theatre Owners Association for more than two decades and public relations counsel for many entertainment-

based groups and companies.

## Interboro's Hattem Retires

NEW YORK—Jack Hattem, who has been film buyer for Interboro Circuit since the founding of the company, has retired, it was announced by M. O. Strausberg, Interboro president.

Hattem will continue to serve the company in an advisory capacity.

The buying and booking of films will henceforth be handled by James V. Pisapia, director of theatre operations, and Stuart Alan Kolbert, an officer of the corporation.

## ITOO Regional Meet Set

COLUMBUS, O.—Next Mid-Eastern Regional Convention sponsored by Independent Theatre Owners of Ohio is tentatively scheduled for the week of March 13, 1967, in Columbus. Representatives of exhibitor organizations in surrounding states will be invited. Board of directors appointed a committee to work out details of out-of-state participation. Members include Olen Martin, Bucyrus; Jack Silverthone, Cleveland; and Paul Vogel, Wells-ville.

# 50 State Governors Are Honored At 20th-Fox Barbecue, Screening

HOLLYWOOD—Participants in the 58th annual Conference of Governors were honored guests at a special "Old California Barbecue" held on the Western Street of 20th Century-Fox Studios.

Guests of Richard D. Zanuck, vice-president in charge of production of the film corporation, the 50 Governors, their wives, aides, and participating press had their palates stimulated by California wines and seafood and by proximity of the Golden State's best known product—movie stars.

The informal event had Jack Benny as master of ceremonies, with music provided by 29 Palms Marine Corps Base Band, conducted by Lt. Sidney Snellings, alternating with Doy O'Dell's western group. The barbecue is a specialty of the Santa Maria Club, from the northerly community of that name, which has won an international reputation with recreations of techniques and recipes inherited from the days of California Dons.

The setting, with stagecoaches and wagons, was decorated with bunting as on rodeo night in a small early California town, and with Helen Deleuw's paintings of the state birds, animals, and flowers of all 50 states.

California's Governor Edmund G. Brown presented a scroll of appreciation to William Wyler, three-time Academy Award winner as

director and current holder of the Thalberg Award, for bringing credit to the state "through his excellence and artistry in cinematic creation." Afterwards, the Governors and selected members of their parties saw a special pre-release screening of Wyler's latest film, "How to Steal a Million," at the Studio Theatre, as guests of Wyler and producer Fred Kohlmar. Governor Brown was presented with a Winchester Centennial Rifle by Jack Pete, vice-president of Winchester Arms.

The Governors' Conference this year takes on a distinct Hollywood flavor from its very location. The Century Plaza Hotel is built on ground once covered by "permanent" 20th Century-Fox movie sets where hundreds of films were made. The hotel is so close to the studio that guests were transported to the "Old California Barbecue" in trams.

The attending stars included Edgar Bergen, Richard Crenna, Fess Parker, Dorothy Malone, Cesar Romero, Linda Harrison, Shelby Grant, Chad Everett, Wende Wagner, David Hedison, Sandra Dee, Rock Hudson, Mr. and Mrs. Richard Attenborough, Richard Harris, Arthur O'Connell, Anne Francis, Barbara Parkins, June Lockhart, Marta Kristen, Howard Duff, Agnes Moorehead, Shirley MacLaine, Steve Parker, Dick Van Dyke, Gene Kelly, and Steve McQueen.

## N.Y. Medal To Hitchcock

NEW YORK—Mayor John V. Lindsay presented the city's Medal of Honor to motion picture director Alfred Hitchcock in his office at City Hall. The bronze medallion was presented to Hitchcock for his outstanding screen achievements and contributions to the cinema art. In addition to making the presentation, the Mayor also discussed the administration's

program for increasing the number of motion picture and television productions being made in New York.

Hitchcock was in New York in connection with his 50th motion picture, "Torn Curtain," which will have its New York premiere later this month at the DeMille, Coronet, and 34th Street East Theatres.

**WOULD YOU BELIEVE**

ALLIED ARTISTS PICTURES HAS THE 10  
GREATEST PICTURES OF THE YEAR?

**WOULD YOU BELIEVE**  
THREE?

**WOULD YOU BELIEVE**  
WE HAVE THE WINNER OF THE GRAND  
PRIX OF THE CANNES FILM FESTIVAL?

**A MAN AND A WOMAN**  
("Un Homme et Une Femme")

*Opens July 13 at the Paris Theatre, New York*



# LONDON Observations

by Jock MacGregor

WITH THE CONTROVERSY RAGING OVER JACK L. WARNER'S POLICY FOR the under-18s and "Who's Afraid of Virginia Woolf?" and the suggestion of classification in the U.S., a re-cap on how the system works here may not be amiss. Though local authorities have the final say and do permit some uncertified movies in their areas, the trade's own British Board of Film Censors has three categories: "X"—under 16s barred under all circumstances; "A"—under 16s permitted if with an adult; "U"—under 16s may attend alone. The category must be shown on the screen before a film, in the foyer, and all advertising. Most critics also include it in reviews. If films of different categories are shown together, the stricter conditions prevail. Breaches of regulations can lead to prosecutions. Censorship generally is based on not so much what is done but how it is done. Overall, it works well, protects the trade, and makes self-appointed bodies unnecessary. It is long since there has been a major dispute. The Catholic office's coding is not even followed by Roman Catholics here. Some producers, who seemingly have never graduated from the writing on walls stage, object because they cannot say or show all they want, but they do appreciate the mass of audiences' taste. In many areas, exhibitors try to avoid certain "X" films as they know patrons will stay away on principle. Incidentally, in a Sunday Times color supplement devoted to movies, the BBFC's secretary John Trevelyan is described as "by consensus the best film censor the industry has ever had." It is true.

THE ARMY KINEMA CORPORATION OPENED A 385 SEATER LUXURY cinema at Tidworth Camp to replace one gutted by fire. Rank permitted the world premiere of "The Sandwich Man." Stars Norman Wisdom, Michael Bentine, and Tracey Crisp and producers Robert Hartford Davis and Peter Newbrook flew from the studios by helicopter to make personal appearances. Norman confessed that he had served there pre-war as an army bugler. In answer to a challenge from the stalls, he borrowed a trumpet from the guard of honor and revealed that he had forgotten few calls. The audience loved him and were in the mood for this really zany color comedy. It has many very funny sequences and should be a big hit when it is released in September. Afterwards, all adjourned to the officers' club where Norman recalled having been a waiter. No one challenged him to serve the champagne supper. The AKC's General "Tim" Watson received many compliments for this fine \$100,000 promotion, which he tells me will be largely automated with remote control projection to enable the manager to run the theatre pretty well single-handed. Two other AKC cinemas in the area will work on the same principle. Programs will be made up on 5,000 foot spools and routed to each before being broken down for return to distributors. Admission charges are 42 cents and 30 cents, and programs are changed four times weekly. To achieve this booking, manager Sid Pound has to balance selected reissues with new releases.

EARLIER IN THE DAY, I LUNCED AT BEACONSFIELD STUDIOS, WHICH Bob Hartford Davis has reopened because of the pressure on stage space elsewhere for his Norman Wisdom color romp for Rank's, "Press for Time," which Robert Asher is directing. I believe he would like to acquire them for his heavy program. It was the second time I had visited the unit. I dropped in on them on location at Teignmouth when I was returning from the exhibitors convention at Torquay. It is set for a Christmas release. Norman will be sailing in his new yacht to America, where his pictures have not been widely shown, to make his Broadway debut in a musical version of "Hobson's Choice." He hopes to stay a year.

IT IS GOOD TO WELCOME ANOTHER TOP PUBLICIST TO THE STATUS OF company director. Arvid Griffen has promoted Paul Mills to the board of MGM British Studios. He has been with the company since 1948 and continues as director of publicity and advertising. . . . Although the trading profit for Associated British for the year ending March 31 is down, the net profit after taxation was \$7,453,000 against \$6,476,400 last time. Profits were up on production, distribution and tenpin, but down on theatres and tv. A 10 per cent dividend to make 45 per cent for the year is being recommended. . . . All connected with "The Blux Max" deserve a big hand for having completed so big a project so quickly. Ursula Andress, Karl Michael Vogler and Carl Schell were at The Odeon premiere when Percy Livingston, whom it was good to see back so soon after his operation, was most lavish with his hospitality during the intermission. . . . Before flying the "Maroc 7" unit to Morocco for locations, actor-turned-producer Leslie Phillips pushed the boat out at the Savoy for the press to meet Gene Barry, Alexandra Stewart, Tracey Reed, co-producers John Gale and Martin Shute, and others. Elsa Martinelli, Cyd Charisse, and director Gerry O'Harra join them in North Africa. . . . I was unable to get to the "Accident" launching but caught up with Bill Gell of London Independent Producers (Distribution) over the weekend. Starring Dirk Bogarde, Stanley Baker, and Alexander Knox, this Joseph Losey color film with a script by Harold Pinter and music by Johnny Dankworth will be released by Monarch here and Alliance International overseas. Bill is bringing Monarch, which has mainly been involved with reissues of late, back to the front line, and has some interesting ideas for cutting costs in distribution. . . . The U.S. Information Agency's Kennedy tribute fared no better at the Curzon than it did in its provincial tryout and was withdrawn after a week. "Virginia Woolf" has been booked at short notice. The Warner is providing a West End home for the San Sebastian fest winner, "I Was Happy Here," which Rank could not accommodate in its own top houses. A cut version of "Kisses For My President" is supporting "Moving Target" ("Harper"), and "Brothers Grimm" is at last on release as part of a double bill on ABC with "Laurel and Hardy's Laughing '20s." An enormous campaign for the Astoria revival of "Ten Commandments" has brought heavy advance bookings. . . . Sovexport has organized Soviet Weeks at Classic Cinemas in London, Sheffield, Glasgow, and Manchester. "Operation Laughter" and "Criminal Shall Not Escape" constitute one bill and "Ordinary Fascism" the other. . . . Carl Foreman lectured 1500 Mersey-side Film Institute members in Liverpool on making "Born Free," and showed the film.

## Loew's Earnings Rise For Nine Month Period

NEW YORK—Loew's Theatres, Inc., announced that the earnings for the nine months ended May 31 of the current fiscal year showed income from operations of \$5,165,900, equal to \$2.60 per share, and capital gains of \$1,643,500, equal to 83 cents per share, a total net income of \$6,809,400, equal to \$3.43 per share, after deduction for income taxes of \$4,623,000. For the comparable period last year, Loew's Theatres, Inc., reported income from operations of \$3,821,100, equal to \$1.86 per share, and capital gains of \$656,700, equal to 32 cents per share, a total net income of \$4,477,800, equal to \$2.18 per share, after deduction for income taxes of \$4,361,000.

The third quarter ended May 31, 1966, showed income from operations of \$1,628,500, or 82 cents per share, and capital gains of \$219,300, or 11 cents per share, a total net income of \$1,847,800, or 93 cents per share. For the comparable period last year, income from operations was \$1,633,700, or 79 cents per share, and capital gains \$199,700, or 10 cents per share, a total net income of \$1,833,400, or 89 cents per share.

Gross revenues for the nine months and third quarter of the current fiscal year amounted to \$86,338,000 and \$29,486,000 respectively, as against \$68,509,000 and \$25,775,000 for the comparable periods last year.

## Mirisch Pacts Shawn

HOLLYWOOD—The Mirisch Company has concluded a three-picture, three year contract with Dick Shawn as a result of his starring assignment in the company's "What Did You Do in the War, Daddy?"

Contract goes into effect in 1967 and calls for one feature a year for the next three. If the company wants Shawn to star in more than one film annually, the second assignment will be subject to negotiation.

All of Shawn's assignments will be co-productions between the Mirisch Company and his own production unit, in which he is partnered with his personal manager Pierre Cossette. Previously, Shawn was signed to a separate three picture contract with Edwards' Geoffrey Productions.



Sajid Khan, young Indian star of MGM's "Maya," recently rode an elephant at the Indianapolis Zoo during his key-city tour in conjunction with the release of the film.



## Jacksonville WOMPIs Install New President

JACKSONVILLE—Mrs. John (Mary) Hart of Florida State Theatres became the 11th president of the Women of the Motion Picture Industry group in Jacksonville as the concluding event of the WOMPI's annual cocktail party, dinner, and installation, held this year in the Windsor Ballroom of the Robert Meyer Hotel.

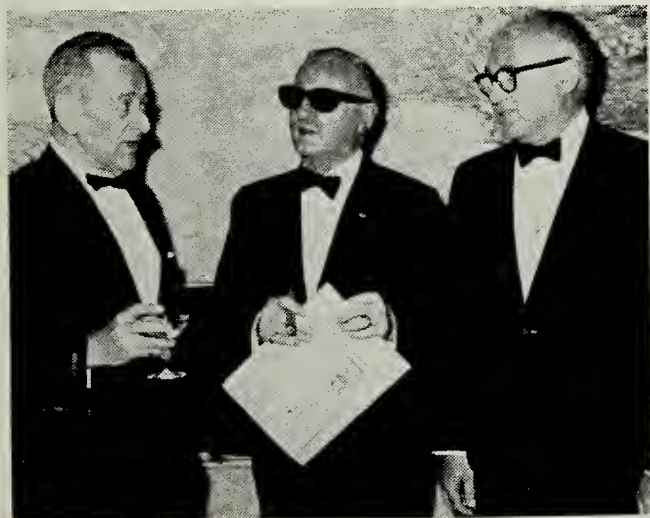
Other officers seated for the coming year with Mrs. Hart were Sandra Hughes, Columbia, first vice-president; Sandra Easley, MGM, second vice-president; Claudia Taylor, Florida State Theatres, corresponding secretary; Violet Davis, Allied Artists, recording secretary; and Ida Belle Levey, United Artists, treasurer for a second term. The installing officer was Sandra E. Summerlin, Universal.

Will Ruth, Prudential Life Insurance official who is known as one of the city's best speakers, served as master of ceremonies and introduced a large group of invited guests, including husbands of many WOMPIs and leading Film Row executives.

C. H. "Buck" Robuck, United Artists salesman who took a leading part in organizing the local WOMPI group in 1955, delivered the invocation. Ruth described him as "the godfather of all the WOMPIs in Jacksonville, past and present."

Tom Sawyer, Florida State Theatres executive who is a director and past president of the Motion Picture Charity Club of Florida, introduced the guest speaker of the evening, Mrs. Charles (Eleanor) Coleman, a former faculty member at the University of Tampa who is now director of girls' activities for the Duval County Recreation Department.

Mrs. Coleman traced the genesis of the local Sunny Acres Park for Crippled Children, which is the realization of a dream by leaders of the Motion Picture Charity Club over a period of several years. Forerunner of the Sunny Acres Park is the MPCC's Blind Children's Foundation, which has enlarged and deepened its services to include all handicapped or exceptional children. Mrs. Coleman praised WOMPI members for the way in which they have closed the motion picture industry's ranks to provide the Motion Picture Charity Club with needed assistance. She has been assigned to Sunny Acres as its director by Duval County commissioners, and she is familiar with the humanitarian work being done by the MPCC and the help the male organization is receiving from WOMPI.



Director William Wyler, Darryl F. Zanuck, 20th Century-Fox president; and Seymour Poe, executive vice-president, are seen at the recent champagne buffet at the Parke-Bernet Galleries, New York, following an invitational preview of 20th-Fox's "How To Steal A Million."

## The NEW YORK Scene

By Mel Konecoff

AMERICAN INTERNATIONAL'S AFFABLE VICE-PRESIDENT IN CHARGE of foreign distribution, Dave Horne, reported last week before taking off on one of his numerous trips overseas that his division expects to double its business this year as against 1965. The expected minimum 100 per cent increase was attributed to an additional number of pictures that will be distributed and to more suitable subject matter.

His distributors abroad are insisting that action is "in" and art is "out" and the presence of "names" as well as the use of color is preferred. This stand has resulted in changes in thinking for co-productions. Overseas activity is being expanded to acquire more product, and his division will wind up releasing 25 features, compared to last year's 15. One-third of these will be acquired, one-third co-produced and one-third domestically produced, according to Horne.

The desire for escapism is spreading to more and more areas, and he reported closing new deals for AIP releases in Denmark, Sweden, and Norway, with a larger schedule of releases planned for Germany as well. Replacements for AIP family-type pictures in the co-productions made abroad will be filmed in English versions utilizing international stars, who will receive much attention and publicity both abroad as well as in the U.S. if the films are to see release here. Horne was perfectly willing to investigate deals in co-productions even for distribution in areas other than the U.S. and Canada. Incidentally, AIP stands ready to send its contract players anywhere in the world to help promote company releases should affiliated distributors so request, said Horne.

Horne labeled the Cannes Film Festival the most important of these events as regards behind-the-scenes activity resulting in deals for producing and releasing product. The films under discussion are those that are not even entered in the Festival, and he reported that AIP was the only American company that sets up and mans a booth and has its top executives on hand to talk to all comers.

**MAGNIFICENT:** WALTER MANLEY, HEAD OF WALTER MANLEY ENTERPRISES (no, we don't know whether or not he has any connection with the popcorn Manleys), reported that he owns over three hundred features, of which "Marco The Magnificent" is his biggest. This tale detailing some of the adventures of Marco Polo was filmed in Egypt, Yugoslavia, and Afghanistan; costs about five million dollars; and stars Horst Buchholz, Anthony Quinn, Omar Sharif, Elsa Martinelli, Akim Tamiroff, and Orson Welles. It is being released by MGM, which company stands ready to release another of his films, "This Wild, Wild Planet," a space horror release in color. The latter was made in Italy and will probably be released the end of the year or later.

Most of his films are for television release, and he estimated that he will have about 20 features going through a number of distributors, both major and independent, to exhibitors this year. Not all are classified as foreign since they will have American casts, though made abroad. Paramount has one, "The Mad Executioner," and it is believed that Allied Artists has a couple.

He related that he is continually seeking acquisitions as well as co-production deals for both theatrical exhibition and television release.

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## ALBANY

The conclusion of a repeat engagement for 20th-Fox's "The Sound Of Music" which originally ran 29 weeks at the Hellman gave the Oscar Award winner a record attendance of 180,000, more than the population of Albany and one of its neighboring cities, according to managing director David Weinstein. . . . Sylvan Leff darkened the Rialto, Utica, for the summer. He will relight the the neighborhood house Sept. 11. . . . The SW Strand, piloted by Marty Burnett, has been rented along with the Palace for morning sessions of the State American Legion convention July 21-23. . . . Clarence A. Dopp, operator, Star, Northville, received congratulations on his 50th anniversary as an exhibitor. He also operated the Strand, Johnstown; the old Lake in Lake George Village; and the Hollywood in Frankfort. At one time he also operated a film theatre in Poland.

## BUFFALO

Carl Schaner, managing director, Century, announces that "Who's Afraid of Virginia Woolf?" WB's controversial adaptation of the equally controversial stage production, has had its Buffalo area premiere advanced. The picture will open July 27 at the Century. The film version of "Batman," originally listed for Aug. 3 at the Century, has been shifted to Shea's Buffalo and is expected to open in late July or early August at that Loew-operated downtown Buffalo house of which Frank Arena, Loew city manager, is the guiding light. . . . Guy Stockwell, star of Universal's "Beau Geste," is scheduled to be in Buffalo July 13 to do some tub-thumping for that production and Ike Ehrlickman, manager of the Buffalo Universal branch has lined up a big newspaper, radio, and tv interview list for the star. . . . Fred Keller, managing director, Circle Art, has issued an attractive folder on the attractions coming to his house during the Summer Film Festival. There is also an art auction every Thursday evening. . . . Station WYSL played host the other day to local theatre managers at a luncheon in The Spur restaurant. The group went to the WYSL studios in the Statler Hilton for a pep talk and an inspection of the offices. Bob Luther, manager of the station, was the host and spoke briefly. There also were talks by Warren Michael Kelly, sales manager, and

Mike Berming, account executive. Among those attending were Frank Arena, city manager, Loew's; Eddie Miller, manager, Center; Carl Schanger, Century; John Ames, Teck; James J. Hayes, Cinema; Jerry Westergren, Dipson area ad-pub chief and manager, Amherst; and Eddie Meade, ad agency. . . . Mrs. Reginald B. Taylor, general chairman of the premiere of "Born Free," to be sponsored by the Buffalo Zoological Society July 26 in Cinema II has announced committee chairmen. . . . Jo-Mor Enterprises, Inc., heads in Rochester (John Martina and Morris Slotnick) are being widely complimented on the most extensive and elaborate interior remodeling in the history of their latest acquisition, the Little. Built in 1929, the Little is believed to have been the oldest "art" house in the nation under one management until the retirement last March of Mrs. Ben Belinson. With her late husband, Mrs. Belinson had owned and operated the theatre since April, 1931. . . . Barry Morse, whose face is familiar to millions of tv fans as the detective in "The Fugitive," and who did such a great job in helping to put on the Buffalo Variety Club's recent Telethon, is now the star of "Man and Superman," which he also is directing in the Shaw theatre in Niagara-On-The-Lake, Ont.

## CHARLOTTE

Charlotte's newest motion picture house, the Village, was to open July 8 in Freedom Village Shopping Center, the 71st theatre in the Stewart and Everett Theatres, Inc., chain in the Carolinas and Virginia. Charles B. Trexler, president of the company, which has its headquarters at Charlotte, led a brief ceremony in connection with the opening of the 750-seat house. . . . The Village is Charlotte's fifth new motion picture house to be constructed in three years. The others have been Cinema I and II, the Park Terrace, and the Capri, which Stewart and Everett operates. The Village will bring to 15 the number of indoor motion picture houses in Charlotte, with 11 of them showing first-run pictures. . . . The Forest, Wake Forest, N.C., was destroyed by fire July 1. Flames already were breaking through the roof when the blaze was discovered at 10:15 a.m., and two adjoining buildings were damaged before the fire was brought under control. Firemen estimated damage at \$75,000. H. B. Howell, Smithfield, owner of the theatre, would make no estimate

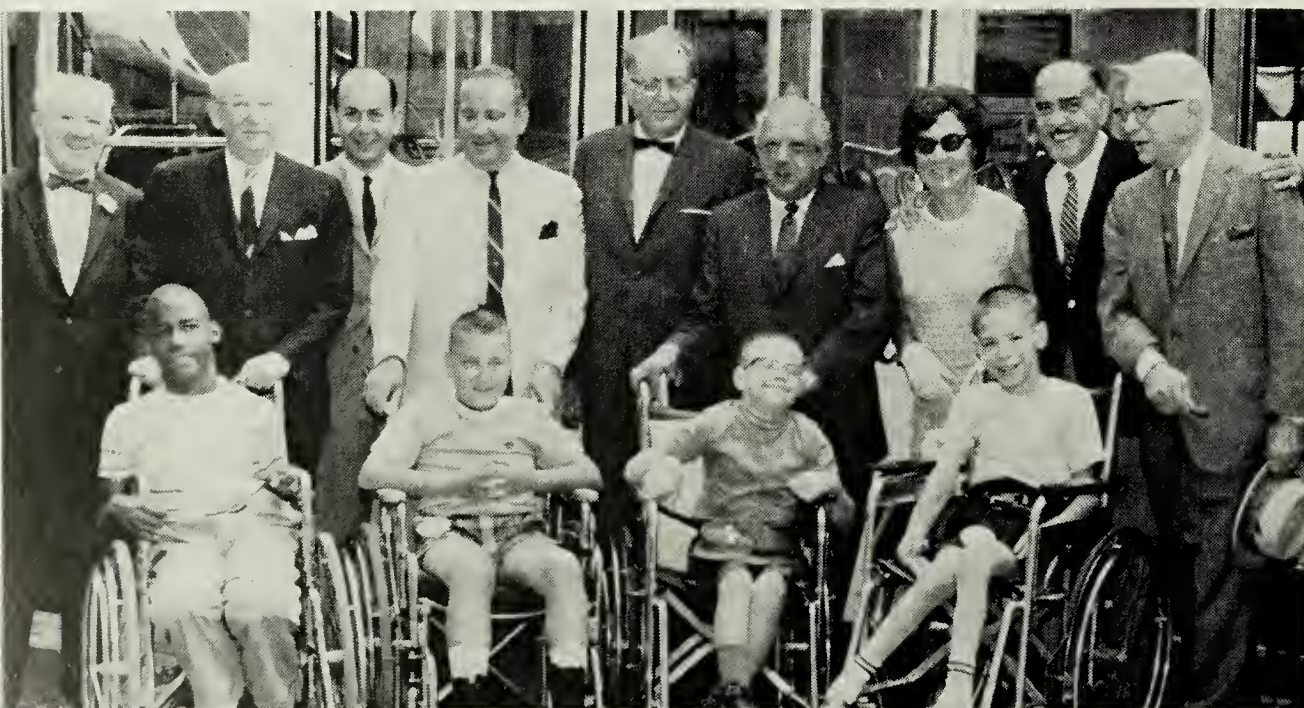
of the damage and said he would make no decisions about reconstructing the building or another theatre until he had talked with insurance adjusters. Howell owns a circuit of motion picture houses in North Carolina. The Forest only recently had been renovated. It was located in the heart of the downtown business district. Firemen said the fire was believed to have originated in an exhaust fan in the stage area at the rear of the theatre and spread quickly up through the roof by way of the drapes. It was agreed that the theatre was a total loss.

## CHICAGO

Raymond L. Hoefler, sales executive of Zenith Radio Corporation, died in Oak Park hospital. He was manager of the company's Canadian operations since 1960. . . . Carl Foreman, movie producer, was a guest on Kup's tv discussion show. John Huston, motion picture director, also made a guest appearance. . . . Jerry Lewis was a recent visitor to "boost" his latest film, "3 on a Couch." . . . Sol Gordon, press agent, set up one-day press rounds for George Peppard, who arrived for the premiere of his film, "The Blue Max," at the Cinestage. . . . Sajid Khan, 12-year-old star of MGM's "Mother India" film, arrived for a three-day stay to spur interest in his newest film, "Maya," opening in the city late in the summer. . . . Officials of Columbia Pictures and Balaban and Katz closed a deal in the aisles of the Roosevelt, half-way through the preview showing of "Walk, Don't Run." B and K's publicist, Eddie Seguin, in reporting this booking, said, "The film company had rushed in the print for an audience-test unreeling and before the end of the second reel, B and K's Harry Lustgarten pulled Columbia's Milt Zimmerman into the aisle and set the film as the Roosevelt's next attraction (following 'Stagecoach')." Said Lustgarten, "When a picture clocks as many laughs as this one did in its first 30 minutes, I'd better run, not walk, and grab it." . . . Chuck Teitel and Danny Goldberg, theatre owners, have leased their Town to Ed Ross, exhibitor from Kansas City, also operator of the Plaza and Kim "art" houses here. . . . All six judges named for NAC's Concession Idea Man of the Year Contest are from Illinois. They are Jack Clark, president of Allied Theatres of Illinois, Inc., Chicago; Jack Greenberg, branch manager of National Screen Service Corp., Chicago; Carl M. Larson, assistant professor of marketing at College of Business Administration, University of Illinois, at Chicago Circle; Frank Newell, managing director of concessions for Balaban and Katz and Greta States Theatres, Chicago; Henry Rhyon, president of Grayslake Outdoor Ltd., Grayslake; and A. J. Villiesse, A. J. Villiesse Co., Glenview. . . . Arnold T. Skeen, 60, Chicago executive of the Coca-Cola Co., died after suffering a heart attack in his Skokie, Ill., office. He was manager of regional industrial and military sales for the soft drink company. . . . Evanston, Evanston, Ill., has received excellent publicity on its current photographic showing of a father-daughter team in its Art Gallery. The father is Thomas H. Peterson, president, Summerset Products Co., and the daughter is Mrs. Roxanne Schroeder, freelance writer and photographer.

## CINCINNATI

Don Wirtz, assistant to Roy White, president, Mid-States, is the proud father of a son, born June 26. . . . Sympathy is extended to family of Leslie Childers, Pineville, Ky., exhibitor, who died from a heart attack. . . .



Youngsters leaving for the Variety Club Tent 13 Camp for Handicapped Children, Worcester, Pa., recently got the proper send-off from Philadelphia barkers in front of the Bellevue Stratford Hotel. Seen, left to right, are Jack Dunbar; Edward Emanuel, former international chief barker; Allan M. Salkind; Benjamin B. Greber; Harry Romain; Jack Drucker, second assistant chief barker; Mrs. Mort Magill, president, Variety Club Women; Harold H. Salkind, chief barker; and Judge Leo Weinrott.



Bob Rehme, UA field representative, is general chairman of Tent Three's annual golf tournament, Aug. 15, Summit Hills Country Club. . . . Richard Lucas has been appointed manager for Chakeres Theatres' State, London, O. . . . Film Row welcomes Bette Larbes, Universal office staffer. . . . Interstate Theatre Services is booking and buying for Cove-dale, Howard A. Ackerman, owner. . . . Alpine Theatre, Sutton, W. Va., C. L. Urling, owner, and the Nichlos, Nichlosville, Ky., Mrs. Frank Weitzel, owner, have been closed. . . . The new deluxe 1000-car Melody 49 Drive-In, Dayton, O., owned by Chakeres Theatres, opened July 1. . . . In Springfield, O., the 10th anniversary of the Community Drive-In Church Services was observed at the Chakeres' Melody Cruise-In Auto Theatre at an eight a.m. church service July 3. It was an inter-faith community service with special ceremonies in recognition of all men serving in the armed forces. During the past 10 years, these community worship services have been held at the Melody beginning the first July Sunday through the first September Sunday.

## COLUMBUS, O.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, has been named a Kentucky Colonel by Gov. Edward T. Breathitt. Prickett is a former resident of the Bluegrass State. . . . Loew's Theatres will regain virtually the number of seats lost when Loew's Broad was sold several years ago when the two projected new de luxe Loew's 1200-seat suburban theatres are built. Loew's operates the 3079-seat downtown Ohio. Judge Edward L. Palmieri in New York Federal District Court gave Loew's permission to build a second suburban house, in Northwest Shopping Center at Henderson and Reed roads. Earlier, Loew's won approval of a similar suburban theatre on Morse Road, near Northland Shopping Center. Starting date of construction of the two new houses has not been announced. . . . Loew's Ohio held "The Ten Commandments" for a fourth week. . . . RKO Palace held "Who's Afraid of Virginia Woolf?" for a second week. . . . Miles auto theatres had a Columbus first-run of "Stop The World—I Want To Get Off." . . . Academy-Neth theatres and drive-ins had a local first-run of "Around The World Under The Sea." . . . Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, announced the signing to ITOO membership of Robert Mills, Cinema East, Dayton. The theatre is one of two in Dayton operated by Cinema Associates, Ltd. Ralph Winkler is president.

## DALLAS

Plans call for a national theatre chain to locate its first mall-attached 1,000 seat theatre at the end of the main mall adjoining the North Town Mall's cafeteria. Negotiations are under way with both the theatre chain and a national cafeteria chain, and the aim is to bring back the "old time" custom of eating out and going to a movie—in the pleasantest possible atmosphere. The Mall is a 400,000 square foot 6.5 million dollar enclosed mall regional shopping center and is scheduled to open in November. . . . A special stage show was presented at the Stevens. The Trio Los Panchos headed the music revue. . . . Bernard Brager, manager, local Paramount film exchange, was honored by the Paramount Pep Club with an early morning coffee hour on the occasion of his birthday. . . . Ed R. Svigals, national sales coordinator for Cinema V Distributing, Inc., with headquarters in New York, was in to discuss with Norm Levinson the engagement



Peter G. Perakos, Sr., center, president, Perakos Theatre Associates, was joined recently by Connecticut Lt. Gov. Fred J. Doocy, left, and youthful patron Gary Beaulieu, at the opening of Cinema I, the new name for the completely remodeled Eastwood, East Hartford, Conn.

of Cinema V's "Morgan" at the Festival, opening in mid-August. . . . Dom DeLuise was in the city on a promotional tour in behalf of "The Glass Bottom Boat," which will open at NorthPark Cinema I on July 21. This is his first film promotion tour. . . . Eddie Reyena, booker for Frels Theatres in Victoria, Tex., was in on a buying and booking trip.

## DETROIT

Jerry Lewis, producer, director, and star of "Three On A Couch," made a two-day swing through the Detroit area. Detroit makes the 16th city in 25 days the star is making for his 34th film. Jerry told the Detroit bureau, "There are not enough good directors or producers available—that is why I would just as soon do it myself." He went on to say, "I would like to see exhibitors and distributors have a better relationship, so my picture would get a better selling job." Lewis further stated, "I expect to get a better shake from Columbia than Paramount." Maxwell Gorman, Detroit area representative for Columbia Pictures, handled all press and arranged 15 radio and tv interviews for Lewis during his two days in Detroit. The Detroit office of Columbia Pictures reported they have 150 advance bookings for "Three On A Couch" in the state of Michigan. . . . A gunman escaped with \$5,700 from the Radio City July 1. This indoor house is located in the nearby suburb of Ferndale. A capacity crowd was watching "Who's Afraid of Virginia Woolf?" unaware of the robbery. Manager Abe Liebman told police the bandit met him in a hallway outside his office about 11:15 p.m. after he had finished counting the day's box office receipts and forced him back into the office. The gunman stuffed the money into his sweater and fled through the lobby. Liebman said the receipts were larger than usual because of the large audiences drawn during the first week's run of the much publicized film.

## HOUSTON

Dom DeLuise made a visit to the city on a tour he is making to promote the showing of "The Glass Bottom Boat." . . . The Interstate Theatres Circuit is reportedly to have received some threats to picket the showing of "Who's Afraid of Virginia Woolf?" which opened an engagement at the circuit's Tower. Due to the tremendous interest in the showing of the film, doors will open daily at 12:15 p.m. and Saturdays at 11 a.m. There will be continuous showings with seats unreserved at \$2 admission at all times. . . . Due to the popularity of the stars in "Boy, Did I Get a Wrong

Number" at the Metropolitan; the film was being held over for an additional week, its third, moving back the booking of "What Did You Do in the War, Daddy?" to July 7. . . . A multiple opening was held for "Dual at Diablo" at six indoor and seven d-i's. . . . Ellis Ford, manager of the Delman, offered his patrons a bonus holiday attraction. Currently showing is "Born Free" now in its sixth week, and as a bonus he is showing Carl Foreman's "The Guns of Navarone." . . . The Capri has booked "A Stranger Knocks" and is advising patrons that by action of the U. S. Supreme Court, it is being shown uncut and uncensored. Also on the bill is "A Woman Like Satan." . . . The recently opened Memorial, operated by Stanley Warner, is offering a special adult "Early Bird" price from 12 noon to 1 p.m. of 50 cents Monday through Friday.

## JACKSONVILLE

Ed McLaughlin, Columbia manager, and Mrs. McLaughlin left here for a vacation

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visit with Mrs. McLaughlin's relatives in Greer, S. C. . . . WOMPI Celia Brugh, Columbia staffer, spent the long July 4 weekend with friends in Miami. . . . Also in Miami was Mrs. Anne Dillon, international vice-president of WOMPI, who went there to visit her daughter, a patient in a Miami hospital. . . . Mrs. Rex Grimm of Warner Bros. vacationed at home for a week and made preparations for the marriage of her daughter Karen, who is expected to become the bride of Lance Cpl. Douglas Wilson in late July when he returns here on furlough from Viet Nam. . . . The local WOMPI organization has begun preparations for a motion picture industry exhibit at the annual Jacksonville Arts Festival in the Civic Auditorium. The industry exhibit is to be centered around the screen attractions offered to the public by the San Marco Art Theatre. The San Marco is the only local theatre admitted to membership in the Arts Council, composed of 32 cultural organizations of the city. WOMPI members, including Mrs. Iva Lowe, WOMPI manager of the San Marco, will staff the Arts Festival exhibit and present to patrons of the arts the many cultural aspects of the motion picture industry.

### MIAMI, FLA.

Services were held for Mrs. Lillian Claughton, who founded Claughton Theatres. Mrs. Claughton was active in many local civic projects, including beautification, and cancer aid. The Claughton houses closed until 6 p.m. on the day of the funeral. . . . Ivan Tors has announced the signing of Clint Walker to star in a western, titled "When The Indians Attack." . . . Memorial services and stone dedication to the late Larry Solloway were held at Mt. Nebo Cemetery in Miami. Solloway, who died last year in Miami Beach, was a former Miami Beach Sun amusement editor and wrote regularly for Variety and other papers. . . . Star Mercedes McCambridge joined with Florida State Theatres president Louis J. Finske and Harry Botwick, southeastern regional manager, to break ground for FST's new "Sunny Isles" Twin in North Miami Beach. Mayors Sherman Winn of North Miami and Arthur Snyder of North Miami Beach were among local civic leaders present.



Century's Park East, Garden City Park, L.I., opened recently, and Mo Rothman, vice-president in charge of world distribution for Columbia Pictures, officially wielded the ribbon-cutting shears as Martin H. Newman, vice-president, Century Theatres; Milt Goodman, left, Columbia assistant general sales manager; and Norman Jackter, right, Columbia general sales manager, looked on.

### NEW HAVEN-HARTFORD

A. M. Schuman, president of the Park St. Investment Company, owners of the Central, West Hartford, and Lyric, Hartford, has returned to his Daytona Beach, Fla., home, following a Hartford visit. . . . Central Connecticut State College, New Britain, is sponsoring a "Motion Picture Cavalcade" through the summer months, screening top attractions in the campus Welte Hall July 5, 11, 19, and 26, and Aug. 3, 10, and 16. There is no admission charge for faculty, students, families. Being shown are Universal's "To Kill a Mockingbird," Columbia's "Bridge on the River Kwai," MGM's "Golden Age of Comedy," Columbia's "The Prisoner," "The Cardinal," "Pepe," and "Bye Bye Birdie." . . . The Stafford Springs Board of Selectmen has voted to sell the former Palace Theatre property for \$500 to Al Soyka for use as a recording orchestra studio. The building was sold 30 years ago by Joseph Wood to the Markoff Bros. Theatres of Colchester for upwards of \$100,000. . . . Stanley Warner is completing

construction of a 1,200-seat theatre, to be known as Cinema-Danbury, in a shopping center adjacent to Candlewood Lakes. Adjacent parking will accommodate 4,000 cars. Motif will be traditional colonial, and the circuit is installing all-purpose screen and equipment. . . . Henry Cohan, manager, Fishman Community, Fairfield, has returned to his desk after recuperating from a heart attack. . . . Redstone Theatres' deluxe Cinema 1, Springfield, Mass., showing Warner Bros.' "Battle of the Bulge," has a vacation time price plan in effect for youngsters under 15, charging only \$1.50 at all performances. Sears Roebuck stores in six Western Massachusetts cities are now selling Cinema 1 tickets.

### NEW ORLEANS

Henry Hammond, with Allied Artists and its predecessor Monogram Southern, both here and in Memphis for 20 years, the past 10 years more or less in Memphis, has been moved back to New Orleans as manager of Allied Artists exchange. He succeeds Ben Jordan, who has joined Paramount as manager of the Atlanta branch succeeding Al Stout. . . . The WOMPI's held their monthly visit to the patients of Charity Hospital psychiatric division. . . . Gulf States Theatres, McComb, Miss., are extending their operations into the panhandle section of the west coast of Florida and plans have been completed for the construction of a 600-seat house in the Punta Gorda Mall shopping center, 35 miles south of Sarasota. . . . Milton Aufdemorte, Jr., Don Kay Film Enterprises and director of Red Cross Emergency Shelter #4 Gentilly Terrace School, announced the promotion of two WOMPI volunteers in the Shelter's work. Claire Rita Stone has been advanced to deputy volunteer coordinator; and Inez Tauzin, Film Inspection staffer, is now director in charge of the shelter's volunteer group C.

### PHILADELPHIA

United Artists' booker Harvey Schwartz returns to Stanley Warner Theatres succeeding Dave Law, industry veteran, who has gone into another industry. . . . Elizabeth McCaffrey Ziegler, known to all as "Miss Mac", is resigning at United Artists after 47 years next month. . . . Stanley Kositsky, United Artists' salesman, terminated his association at United Artists. He will announce his future plans shortly. . . . Art Carduner, New Strand, Lambertville, N.J., is now operating the Band Box in Germantown. . . . Walter Seltzer, former local theatreman, was in ahead of U's "Beau Geste", which he produced. . . . Meyer Adelman, head, New Jersey Messenger Service, is one of the incorporators for a new bank in Camden, N.J. . . . Sam Stiefel, former Philadelphia exhibitor and now Southern California exhibitor and producer, announced that he has sold his interest in the Monica, Los Angeles, and is now no longer affiliated with this theatre. . . . Philadelphia Variety Club, Tent 13, will hold a luncheon for the benefit of the Heart of Variety Fund on July 26 at the Bellevue Stratford Hotel at which all the former chief barkers of the tent will be honored.

### SAN ANTONIO

Ted Waggoner, manager of Cinema I and Cinema II, was one of the first nighters at the San Antonio Little Theatre production of "The Sound of Music" which opened at the Sunken Garden Theatre in Brackenridge Park. The film version of "The Sound of Music" is currently in its 65th week at Cinema II, the longest running film in the history of the city.

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# PHYSICAL THEATRE ● EXTRA PROFITS



**COVER PHOTO** • Auditorium interior of new Loew's Theatre in Parsippany-Trcy Hills, New Jersey, features vinyl upholstered Griggs "rocking chair" type seats. Rows are amply spaced to provide easy entrance and exit without disturbing those already seated.

Volume 21

Number 7

July 13, 1966

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*





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Dr Pepper Company, Dallas, Texas, 1966



## Editorial

### Lighting A Match

ON A RECENT SOJOURN TO THE MOUNTAINS, an Eagle Scout friend explained to us about ticks. He said that if we happen to find the insect on a reachable portion of our anatomy, the best solution was to flick it away with a light brush of the hand. "What if the tick doesn't flick?", we asked. "Then," replied our friend, "that means the tick has buried its head in your skin and you have troubles." If that occurs, advised the woodsman, light a match, blow it out, and apply the hot tip to the tick's posterior. It should then back out. We then mused about the possibility of this solution having no effect. "In that case," replied our intrepid companion, "you do have TROUBLES."

We have a reason for our little parable. We called a major theatre chain to ask about the training program they had for prospective managers and line personnel. The reply went something like this: "We don't have a training program. Our managers usually stay and so do the service people. We see no need for such a program."

The chain is large and successful, but there are signs that a tick-like insect called complacency has become attached to the organization's structure.

Entering one of their houses the other evening, our blood-pressure went up a few points when a dour doorman literally grabbed our ticket, tore it in half, and unsmilingly handed it back with a grunt. A small thing, but one which took a few minutes to forget—minutes during which the feature flashed unobserved on the screen.

Our purpose here is not to belabor the exhibitor with a hundred rules that their staffs should be familiar with; booklets and service manuals are available from many industry sources. Rather, we feel it is important to once more remind the exhibitor that good service begins at the top of any organization and works its way down.

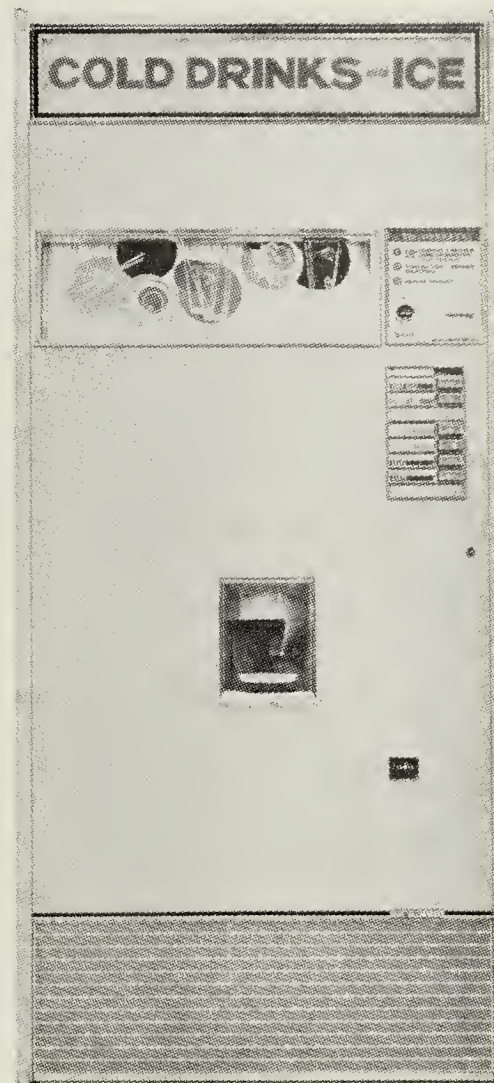
Theatres come in all shapes and sizes: First-run and art house; indoor and D-I; independent and chain. Regardless of the operation, they are all organizations. It takes *trained* personnel to run an organization properly. If no provision for effective indoctrination is provided, the organization runs the risk of having complacency dig its head so deep into the organization's foundation that a major operation is needed to remove it. Many times the patient dies.

If top management shows no interest in training their employees in customer relations, the service personnel who deal directly with the public cannot be expected to communicate the exhibitor's goodwill and desire for consideration due a patron of his theatre. Every patron is a personal guest both of the employee and the theatre. Training programs, staff meetings and seminars are a few of the keys to effective communication of theatre policy. You, as an exhibitor, know how your patrons should be treated. Don't spare the effort required to communicate this information to employees. They, in turn, can implement good service policies in their face-to-face dealings with the public.

We have lit a match, blown it out, and now hand it to you, the exhibitor. The application, where needed, is at your discretion.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 N. Broad Street, Philadelphia, Pennsylvania 19107. All contents copyrighted and all reprint rights reserved.

Jay Berkowitz, editor



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# Rejuvenation Program Energizes Vintage Theatre

## BROADWAY PLAYHOUSE

• San Diego, Calif.

■ Downtown theatre renovation—often the answer to growing suburban competition—has proven a successful formula for reviving boxoffice at San Diego's Broadway Playhouse Theatre.

Built in the 1920's, the theatre had begun to show its age. But because of its prime location along the main downtown business artery, management decided a crash rejuvenation program might shore up the sagging weekly gross.

The entire theatre came under the scope of this energetic project. Repainted and recarpeted throughout, the effect of a modern, spacious design was achieved by installing all-glass entrance doors. One wall of the lobby entrance was covered with mirrors, creating the illusion of increased space in the lobby entrance since the opposite wall is reflected. New foyer and entrance hallway lighting was replaced with more efficient, brighter units.

Dale E. Medhurst, general manager of Theatrical Enterprises, owner of the Broadway and two other San Diego movie houses, said the modernization program has had a



Colorful Formica toilet compartments in the remodeled ladies lounge have proven easier to maintain and are vandal resistant, according to Broadway Playhouse management.

stimulating effect on attendance.

Medhurst said one of the most important elements of the total remodeling program has proven to be renovation of the women's rest room. This facility had been repainted periodically but its original design had never been altered prior to the modernization.

"Women are important patrons," Medhurst says, "and bright, attractive rest rooms are important to them." With the women ticket buyers in mind, the old lounge was completely altered, borrowing a design page from theatrical dressing rooms and making extensive use of bright, decorative lighting and mirrors.

Formica brand toilet compartments in

"Raspberry" and "Camellia" panels replaced old wood-paneled compartments. Walls were mirrored in the make-up area and a vanity shelf of Formica brand laminated plastic was installed. Individual light bulbs were mounted in a theatrical motif and around the walls above the mirrors. Ceilings were lowered and new carpeting and vinyl tile went on the floor to complete the fashionable new decor.

"We're getting compliments every day on the decor in this lounge," Medhurst says. The restroom modernization has also made cleaning and maintenance easier. Previously, the toilet compartments required painting and repairs at least once a year to eliminate defacing, soil and scratches. The plastic laminate installations, in place since last November, have required only occasional wiping down to retain their original appearance.



A feminine color scheme and bright theatrical lighting of the attractive Broadway Playhouse ladies lounge are parts of a total decorative program at the old theatre.

Pleased with the restroom installation, Medhurst said there is no sign of vandalism on toilet compartment walls to date and maintenance remains simple and fast. He estimated the savings generated by the elimination of periodic painting could amount to several hundred dollars per year.

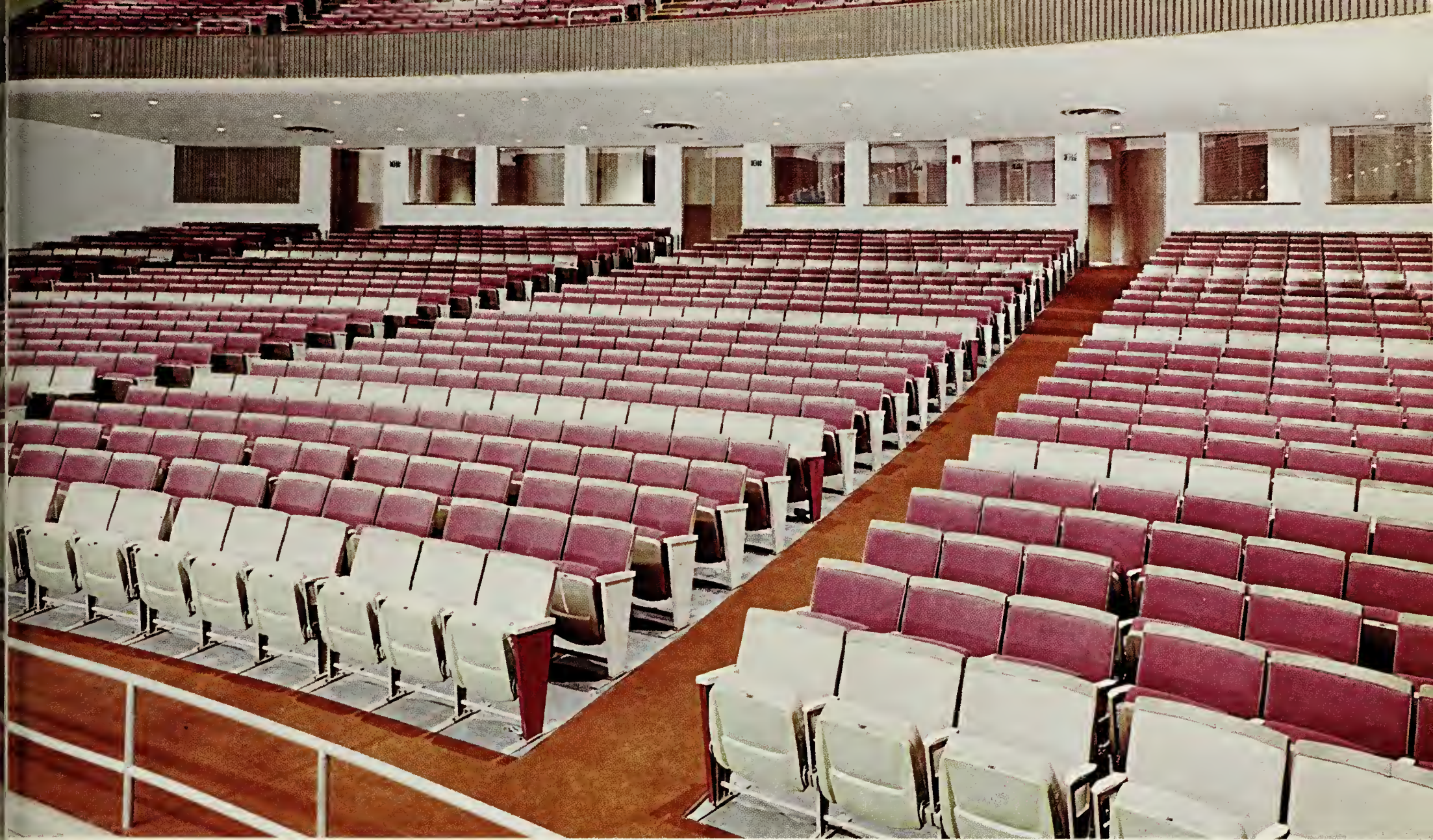
Remodeling and color selection for the major renovation program was under the direction of Mrs. Jacquelyn Shlaes, a professional designer and owner of Theatrical Enterprises.

## PHYSICAL THEATRE

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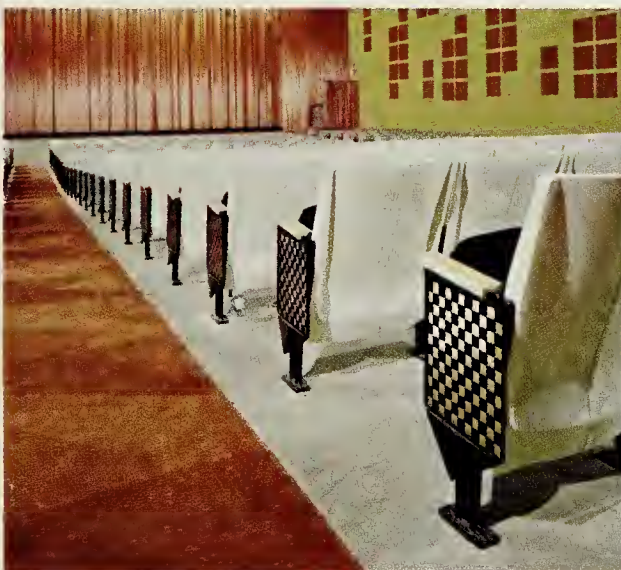


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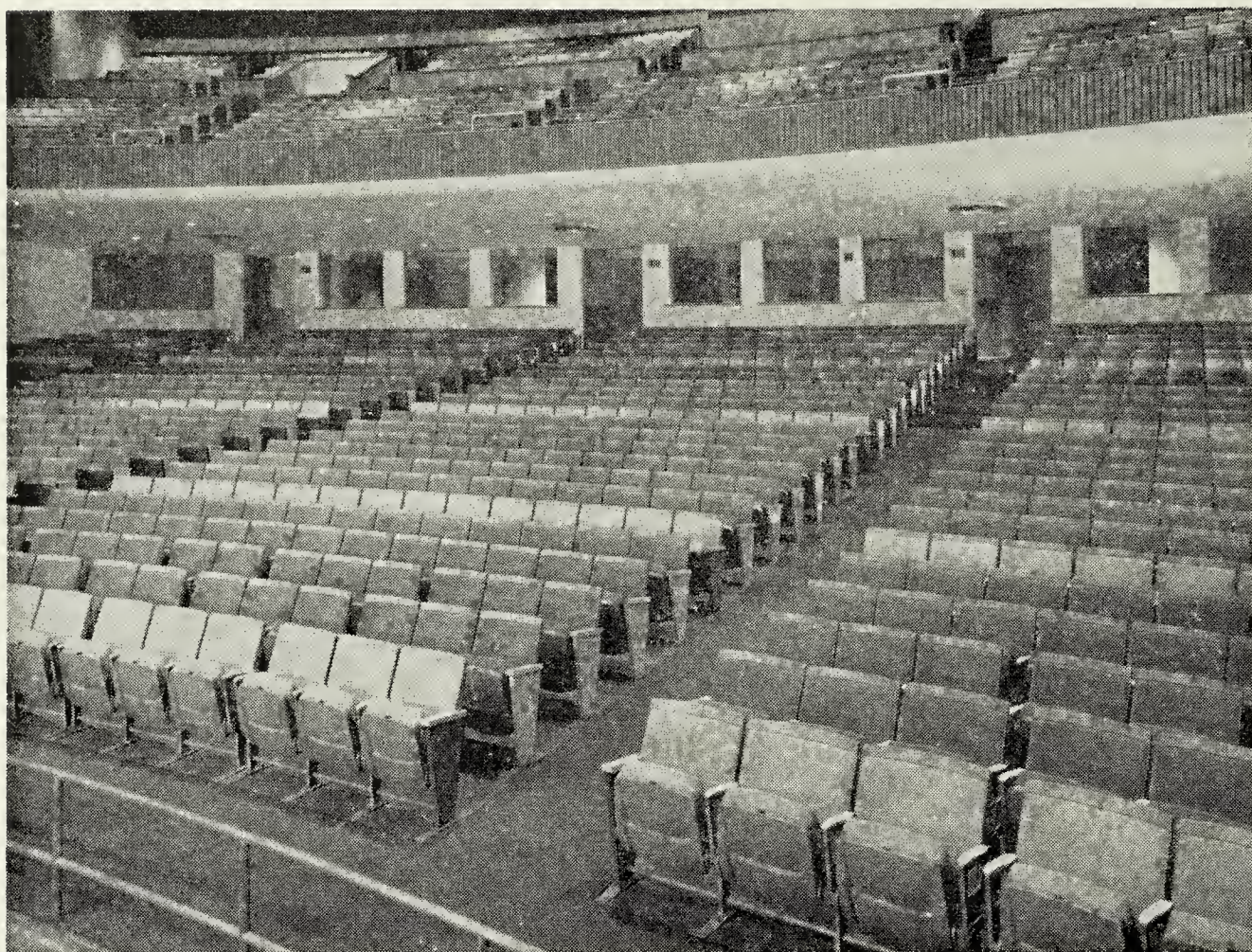


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# Patrons, Please Be Seated



Pedestal-type standards (note first row) and horizontal bar-beam construction give modern free-floating appearance to seats, more foot room and less floor obstruction for easier cleaning in this conventional layout at the Occidental Center Theatre in Los Angeles.

What is a good seat? There can be many answers to this question, depending on whose opinion is being sought.

To a patron, a good seat is comfortable and affords a good view. But to the motion picture exhibitor, a good seat offers a great deal more.

Because there are many considerations in planning a seating installation for a theater, MOTION PICTURE EXHIBITOR consulted the American Seating Company, Grand Rapids, Mich., to help provide some answers. American Seating is the world's largest manufacturer of spectator seating and institutional furniture.



BARCLAY

Kenneth J. Barclay, theater and auditorium product manager, said exhibitors should remember that an oversight in the planning stage can be difficult or impossible to correct during the late stages of construction. Careful thought should be given to every detail early in the discussions of any seating installation.

Let us consider five classifications, for easy reference: physical layout and esthetics, comfort, durability, maintenance and other factors.

## Physical Layout, Esthetics and Acoustics:

There is a growing trend toward continental seating, with no center aisle. This gives the auditorium a clean, attractive appearance and allows a patron to remain seated when others move through the row past him, since row spacing in this type of installation is usually 40 inches, compared with 32 inches in conventional installations. Larger, wider chairs used on level platforms in continental seating also contribute to roominess.

To determine which layout is best for your theater, it must be noted whether your patrons usually arrive at the same time, i.e., before the performance starts, or whether they come and go at any time throughout the performance.

If your audience is of the latter type, continental seating could prove objectionable to those sitting near the ends of a row, because of the number of people who will walk in front of them during the show.

A staggered seating arrangement should also be considered. Three chair sizes are employed

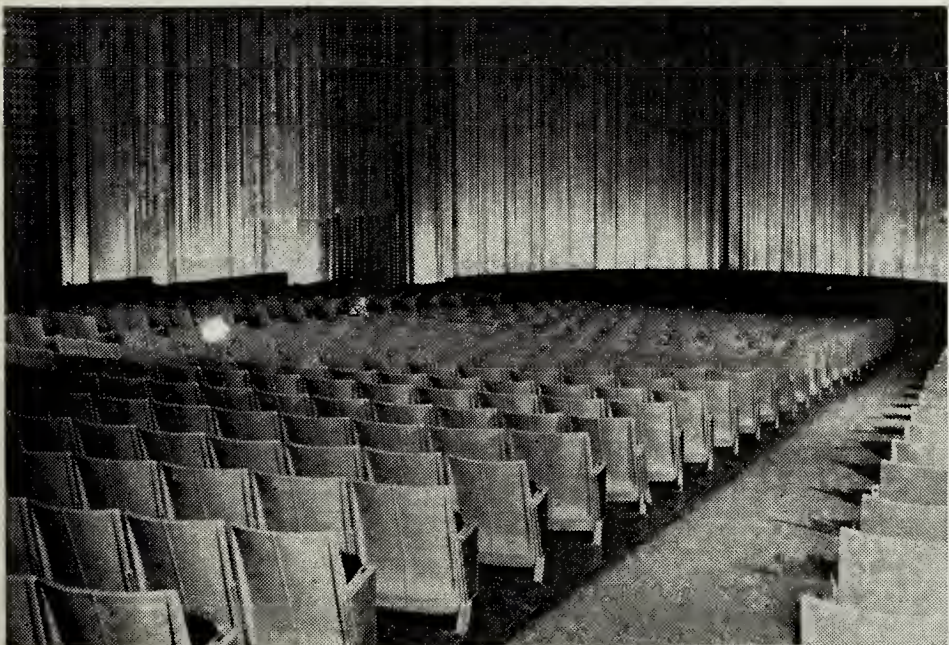
in this plan to maintain good sight lines with a minimum of obstruction. Total audience vision will be much better in a staggered arrangement, if carefully laid out, compared with an arrangement where all seats are the same size. Excellent sight lines can, of course, be achieved by graduating the incline at the rear of the room. An incline which is too steep can make patrons' feet uncomfortable and should be avoided.

In conventional seating arrangements, it is well to note that the thickness and inclination of the back of the chair are factors in determining aisle spacing. In addition, a spring-back chair requires greater row spacing than a foam-back chair. If row spacing is not adequate, it can be increased by moving the backs of chairs closer to a 90-degree position, but this also results in reduced comfort. Row spacing should be ample and should be definitely determined before seats are installed.

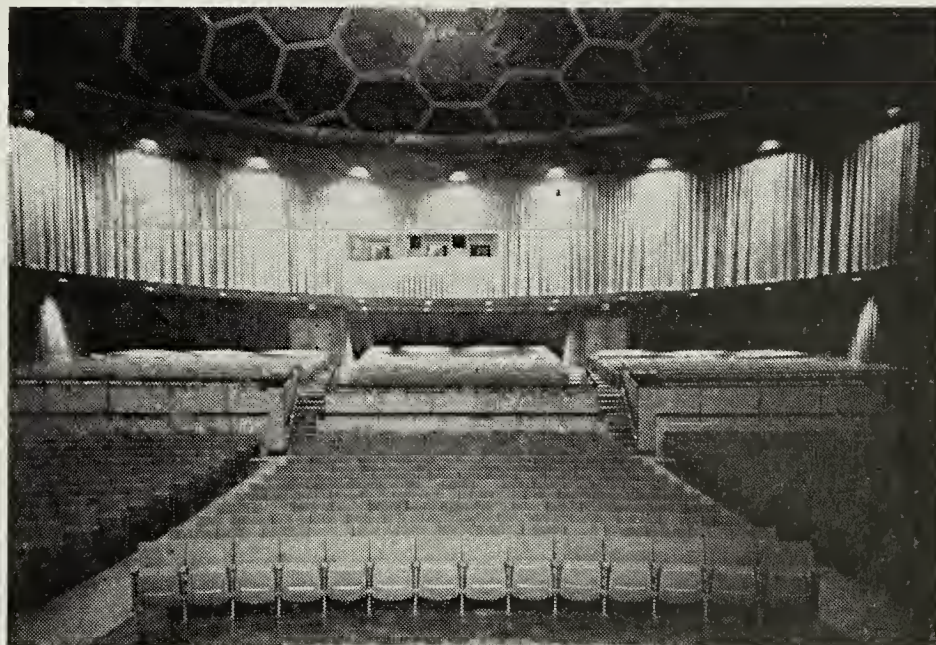
How does seating affect acoustics?

A plywood chair, for example, has virtually no sound absorption. The acoustics in the theater vary, therefore, in relation to the theater's occupancy.

*(Continued on page PE-8)*



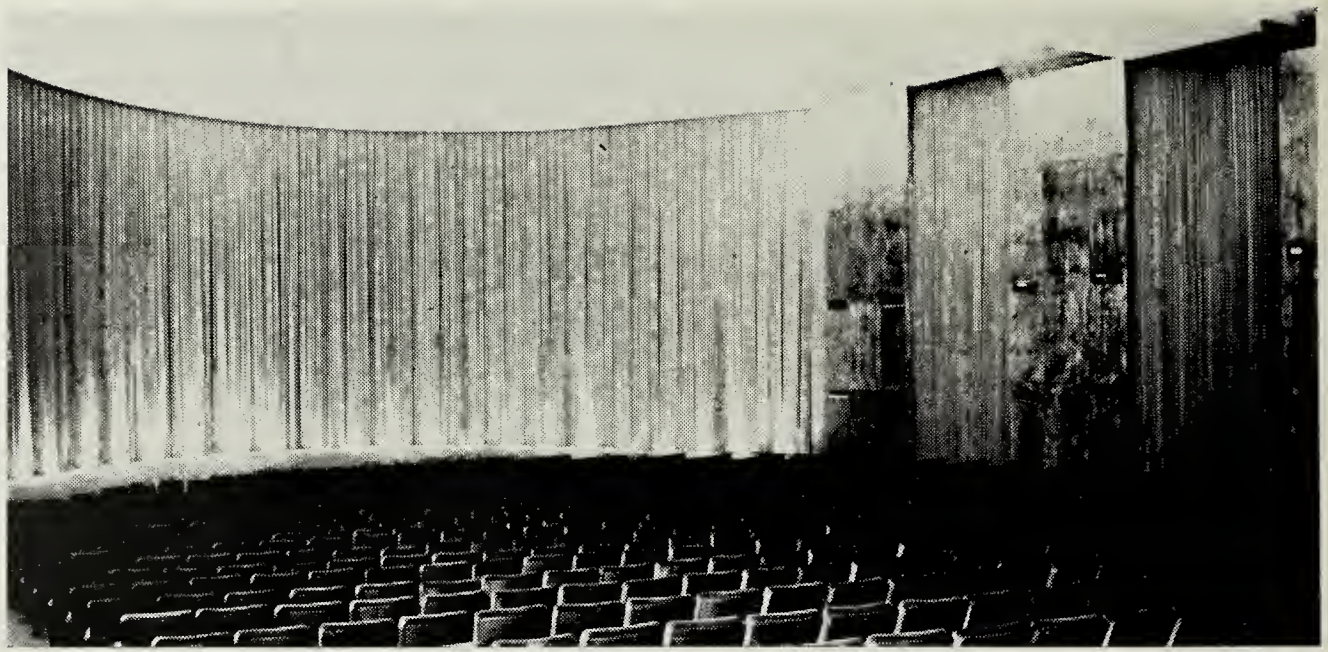
The Studio 28 Theatre in Grand Rapids, Mich., is a good example of use of riser-type standards. Risers are easily noticed at bottom of the standards. All the American Seating Company seats have a two-inch soil guard covering the top portion of the back to protect the upholstery. The guard is an extension of the full length plastic back.



Hollywood's Cinerama Dome Theatre is an excellent example of staggered seating, by the American Seating Company, which patented it. This type of arrangement increases total audience vision by using three different chair sizes to increase sight lines with a minimum of obstruction.



*This example of continental seating in Oklahoma City's Continental Theatre shows fully upholstered Bodiform chairs by American Seating Company. Back panels are of plywood. Note lack of center aisle.*



Some upholstered chairs absorb virtually the same sound as an occupant, which means that occupancy variations have little effect on acoustical characteristics.

Fabrics can also affect acoustics and should be considered seriously. Theater fabrics today offer a greater choice of patterns and a wider range of color than ever before. Mohair is considered a high quality prestige fabric, but is meeting challenges from synthetic materials, including "glow-like" materials, textured materials and metallic threads. This surge of fabric utilization has resulted in greater use of color so that today's exhibitor must make a choice from many alternatives.

With the many good fabrics currently available in all price categories, it is extremely unwise to experiment with untested, unproven upholstery fabrics that may or may not give adequate service. Besides the basic strength of the fabric, the resistance of the fabric to color transfer through perspiration, or for other reasons, should be assured by the manufacturer.

A reputable manufacturer will test all of the chair's components as well as have a tested list of fabrics with a wide selection for the theater owner.

### Comfort:

A fully upholstered chair contributes greatly to patron comfort, but other factors should be considered. If the seat is too deep, short people are uncomfortable. If the front edge is too hard, it can cause excess pressure behind the patron's knee.

The seat should have a moderate backward slope to eliminate a feeling of sliding out of the chair. The back should be inclined to the seat at an angle approaching 100 degrees. Sometimes back angle must be varied to accommodate row spacing. In the balcony, for example, the backs may need to be more upright.

### Durability:

The best assurance of seating durability is to deal with a reliable manufacturer who conducts adequate product testing. This, coupled with actual field experience, safeguards the user from mechanical difficulties with the chair itself.

Finishes on the metal or wood parts should be examined and evaluated. The surface of the chair back, for example, usually receives rough usage and the material and finish must be wear resistant.

The architect and contractor should carefully consider the quality of the concrete to be used in the auditorium. Good quality concrete with modern types of floor fastenings assures a trouble-free installation. A poor concrete floor can never be corrected, except by replacement.

### Maintenance:

Well-designed, quality auditorium chairs require very little maintenance other than an occasional inspection of the floor fastenings and other bolt attachments to guard against loosening. Checking the fastenings will prevent possible damage to the chair components if a loose fastening goes undetected.

Self-rising seats ease the problem of vacuuming or sweeping. Standards supporting the chairs should occupy a minimum floor area to reduce interference with normal cleaning operations.

### Other factors:

Floor ventilators or riser face ventilators can affect seating layout because they could interfere with mounting. It is best if ventilators in the risers are centered with the chairs, allowing adequate concrete on either side of the fastening. On the floor, they can be located under the chair. There are also ventilator-type standards available that make the floor less cluttered and provide for adequate air passage.

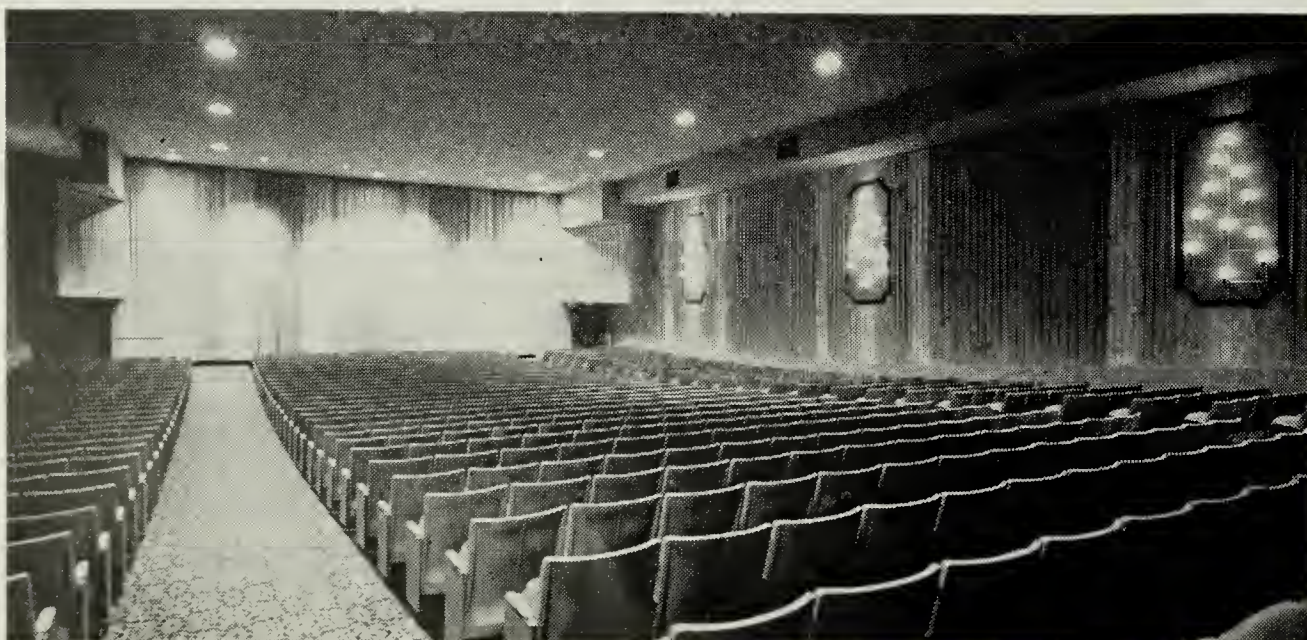
If aisle lights are used, the outlet boxes should be carefully located by the contractor so that when the chairs are installed the boxes will be in the proper place with respect to the aisle standards.

If the balcony has steps in the aisles, the ends of these steps should be at right angles to the faces of the risers, rather than following the path of the aisle. Steps that follow the run of the aisle will result in pockets which are unsightly and hazardous.

### Summary

In brief review, these factors are fundamental in making your theater attractive and profitable, according to American Seating.

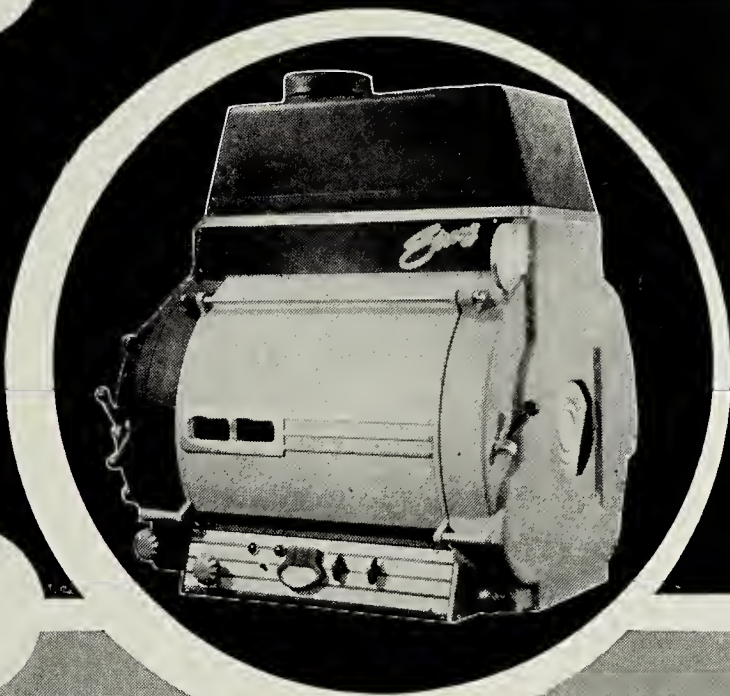
1. Planning is vital and should be guided by an expert in public seating.
2. Careful attention to sight lines and acoustics will provide a "front-row" seat for everyone.
3. Fully-upholstered chairs assure comfort for sustained seating.
4. Safety hazards must be eliminated.
5. Manufacturer's product testing is one of the best assurances of durability.
6. Ease of maintenance is affected by the type of seating and whether it is installed professionally.
7. Careful selection of chairs, upholstery and aisle standard designs makes seating harmonious and compatible with interior of the theater.



*Washington's (D.C.) Cinema Theatre is nearly all red. Arm rests are white. Note pedestal-type standards.*



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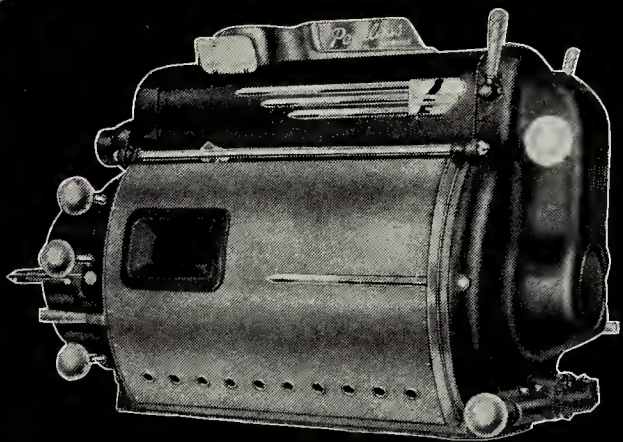
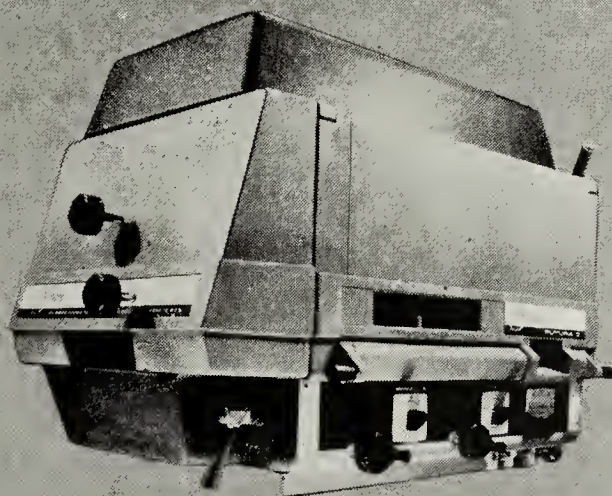


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# Refrigerating the Ingredients

*This fourth in a series of five articles discusses some of the ways the theatreman-concessionaire can insure patrons of getting a properly refrigerated beverage. Based on "Facts For Quality Beverage Dispensing," a comprehensive book on the problems of post mix dispensing prepared by experts in the Coca-Cola fountain sales department, the material herein discusses methods of refrigerating and serving the quality carbonated beverage. In the midst of the peak summer sales period, this timely article also presents information to aid in evaluating refrigeration equipment.—The editor.*

*"Well sir, you see it's like this . . . the place is jammed . . . it takes awhile to get to the kitchen and back to your table . . . the orders are piling up . . . and to top it off, we're a cook short today!"*

Sound familiar?

Life holds many adventures. It is the rare patron who has not ordered a hot cut of meat, only to find that by the time the sizzling sirloin has reached his table, an amazing transformation has occurred. Sizzle is turned to fizzle. The delectable promise of the menu becomes the reality of a slightly warm cut of beef. Sensitive taste buds, anxiously awaiting that first juicy morsel must now readjust or perhaps just go to sleep. Our once friendly patron, his anticipatory smile gone, is faced with the decision of eating the unappetizing fare or leaving. In either case the offending dining room is likely to lose a customer and gain a reputation. Too many repetitions of this type of "hypothetical" incident can pave a straight path to economic oblivion.

What does the customer know of the problems involved in preparation and serving? The fact is, that a customer is rarely interested in this question. He is usually someone with a desire for a beverage or food to eat. Based on previous experience, he has a set idea about how the product should taste, look, smell, etc. He also knows approximately how hot or cold it should be. Sure, he'll accept slight deviations from past experience, but there is a limit.

Every concessionaire and exhibitor should keep this in mind if the full partnership of profits and popularity are to be maintained; especially in the big boxoffice summer month when demand for cold beverages is highest.

You will be judged on the basis of the finished product and how it is served, not on the processes that preceded the customer's request for a cold beverage. Peak summer temperatures coupled with high customer demand can throttle your dispensing equipment with overwork, and in the process, strangle profits. Link this with the fact that the most obvious barometer of equipment per-

formance is the temperature of the finished drink and you have two key areas to watch.

Coke's excellent manual "Facts For Quality Beverage Dispensing," says that an "adequate" refrigeration system for any retail outlet should be capable of reducing the temperature of all carbonated beverages sold in normal business operations to 40 degrees or below. Peak periods are "normal," and equipment must be capable of handling the complete range of demand.

Two refrigerants work to hold drink temperatures to this desired low level: the ice put into the customer's cups, and the refrigeration unit on the dispenser. It will be remembered that the dispenser cools the drink ingredients *only*, while the ice refrigerates the blended drink. Neither system can work independently of the other, particularly in the warm weather of summer. Without adequate pre-refrigeration, ice in the drink will dilute the beverage to an excessive point as it absorbs heat from the warm syrup and water. Without ice, an adequately pre-chilled drink will quickly warm if left 'on the line' causing loss of carbonation and flavor.

Before going into Coke's recommendations for proper refrigeration in the preparation and serving of cold beverages, it might help to know something about the British Thermal Unit (B.T.U.) as an aid in understanding and evaluating refrigeration systems.

"Facts" tells us that to raise the temperature of one pound (16 ounces) of water one degree, one B.T.U. must be added to it. To lower the temperature of the same pound of water one degree, one B.T.U. must be removed from it. This situation is somewhat akin to having a weight problem. If the desire is to lose weight, we subtract calories from our diet. On the other hand, if gaining weight is the problem (we should all have such problems), calories must be added. The calorie and B.T.U. are both symbols for a kind of heat energy. They are words representing the actual work we must put into the task of losing weight, or in the case of refrigeration, reducing the temperature of a liquid. If we cut 500 calories from our normal diet, other things being equal, loss of weight should occur.

Much the same thing happens when we want to reduce the temperature of a beverage. Take one pound of water with a temperature of 72 degrees Fahrenheit that we want to reduce to 32 degrees. Remembering that it takes one B.T.U. to raise or lower a pound of water one degree, we can see that it will be necessary to remove 40 B.T.U.'s to reach 32 degrees. Coke relates that this 32 degree water is not ice; it is water at the same temperature at which ice can exist. Why isn't it ice? It is not ice because a great many more B.T.U.'s must be removed before it will change from a liquid to a solid. The removal of the necessary B.T.U.'s will not in theory lower the temperature of the water any further; but it will change the water to ice. It is necessary to remove 144 B.T.U.'s from that pound of water to change it to ice. The temperature of the ice will then be 32 degrees. An engineering degree is not required to own or lease refrigeration equipment. What is required of the exhibitor or concessionaire is an accurate estimate of his operation's requirements. Refrigeration equipment must be designed with peak period capabilities in mind.

The importance of good refrigeration in the preparation of quality carbonated beverages can be illustrated by returning to the calorie and an example cited in Part II of the series. It has been at least one writer's sad experience that the addition of calories to the system is a much simpler task compared to the reduction of them—and it requires much less work. Carrying this

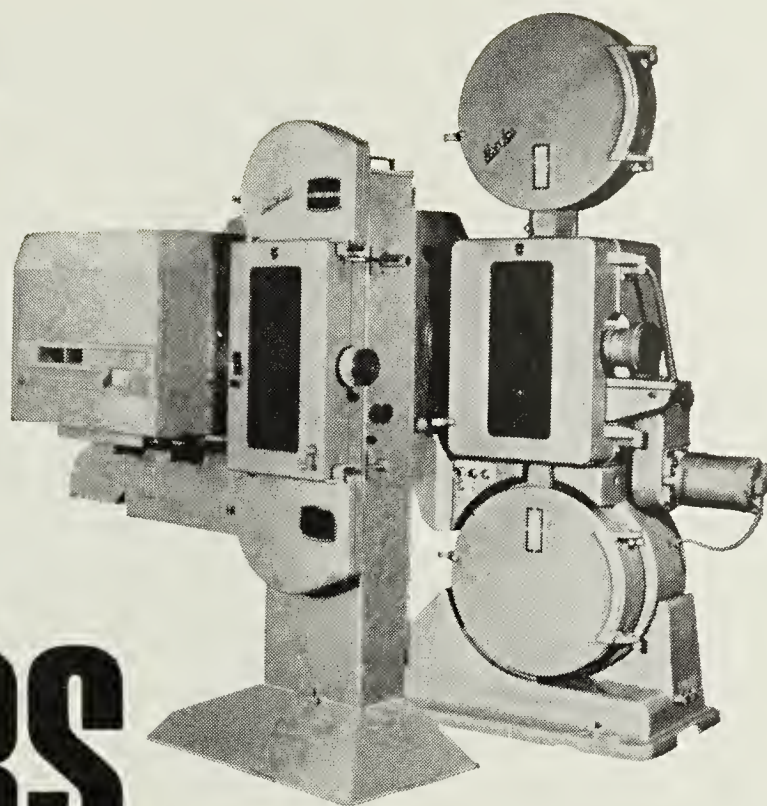
(Continued on page PE-22)

## EXTRA PROFITS

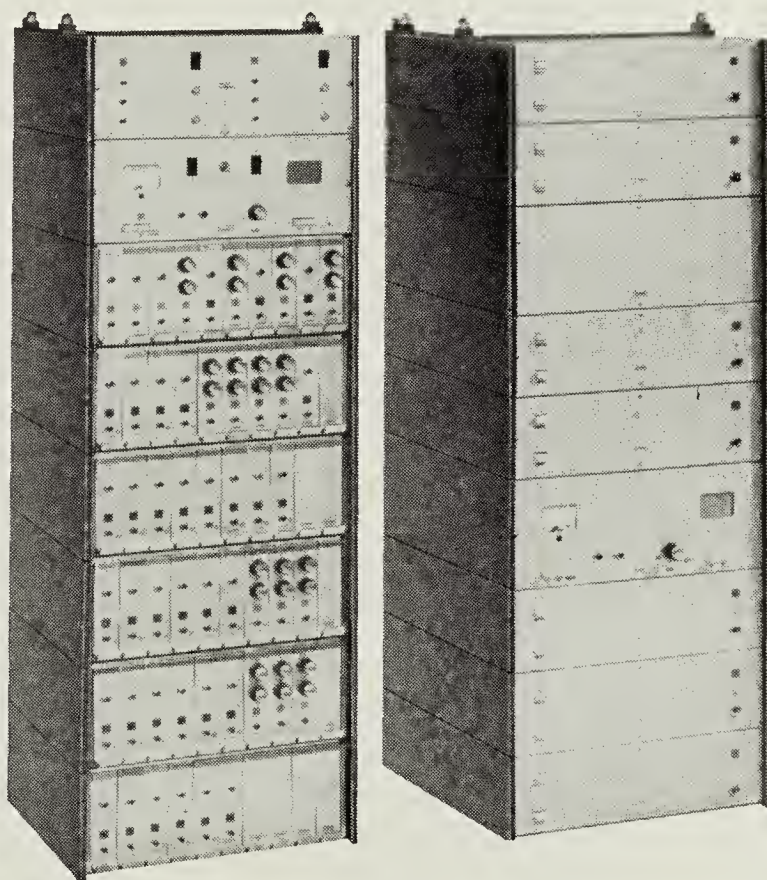
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# NOW HAVE A SOUND PARTNER!



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North American Philips Company, Inc., 100 East 42nd Street, New York



# Miami Beach's Newest Showcase

by Joy N. McGarry

P-T Miami Beach Correspondent

Style and patron comfort are the themes of the first new theatre to open in the Miami Beach area in 15 years. The "Bay Harbor" is located on elegant Bay Harbor Island. Featuring 100% all Heywood Wakefield "rocking chairs" and double arm rests, the theatre has 1000 seats.

Architect Arthur Pochert, with David M. Abel, General Contractor, used imported venetian cut glass on the building's face, setting it off with sculptured pre-cast plaques, for an interesting and imposing exterior. The lower facade is dominated by a huge 56-foot attraction sign, easily seen by passing traffic. With the natural beauty of palm trees to enhance the outside design, the Bay Harbor presents tremendous visual appeal to entering patrons.

The outstanding feature of the spacious lobby is the spiral stairway leading to the upper level. A 22-foot long chandelier was specially designed for this area. A waterfall, incorporated in a tropical foliage setting, is an integral part of the lobby "conversation" area. \$50,000 worth of art is continuously on display in an art gallery on the upper loge level. Curved walls and coves utilize wood panelling, aluminum strips and the latest in vinyl wall treatment to create dramatic effects in both upper and lower lobbies.



THE 100-FOOT WIDE FRONT IS SET OFF WITH MOSAIC TILE, VENETIAN CUT GLASS, AND A TICKET BOOTH THAT IS WIRED FOR SOUND.

The general color scheme of the Bay Harbor is red, gold, and black. This is emphasized by carpeting designed exclusively for the theatre. The rocking chair seats are red and gold with overstuffed backs. Gold fibreglass acoustical fabric on the walls is stretched into a unique saw-tooth pattern. Interior combinations are blended for maximum eye appeal and comfort.

The lift curtain is floor-to-ceiling gold Austrian type with an area of 2000-square feet. The projection booth, located midway between orchestra floor and loge seating focuses on a 23 x 54 foot Technikote Pearlescent screen.

Beauty is not confined to the lobbies and auditorium. Tasteful women's rest rooms, one on each floor, have individual cubicles complete with toilet, wash basin, vanity table, mirror and

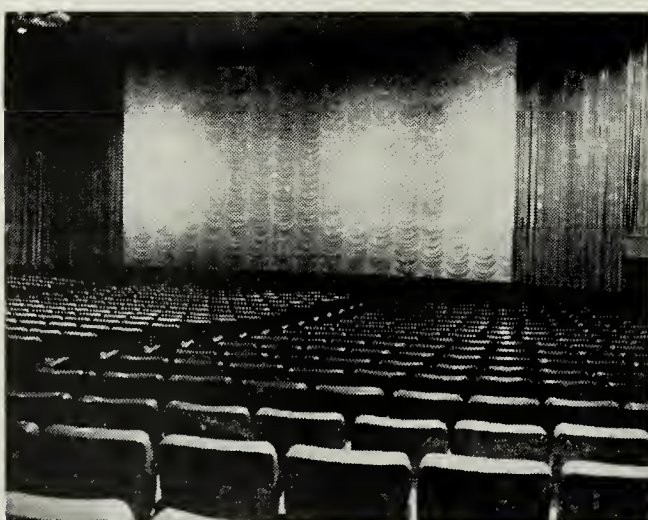
handbag counter.

The massive Concession Stand has a 24-foot curved walnut-and-white Formica counter with a 20-foot back bar for storage and display. Three-dimensional multi-colored merchandise displays decorate the back wall. Due to careful planning, cleanliness is assured by having the syrup tanks remoted to the front counter from an adjoining supply room.

Broadway Ventures, Inc., owner of the \$385,000 building, estimates cost of equipping the theatre at \$115,000. The roomy parking area can easily accommodate 500 cars. In the midst of a permanent population of some 200,000 the deluxe Bay Harbor also has the advantage of drawing patrons to its new showcase from the three million tourists who come to the area every winter season.



Upper loge area and art gallery. The furniture is tufted in plastic that looks like silk.



Plush auditorium showing Heywood Wakefield "rocking chair" seats. Austrian gold lift curtain with red velvet side legs adorn the carpeted stage.



Candy concession, leased to Berlo Vending features walnut and white Formica counter with aluminum trim overhead.





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better  
with  
**Coke**





# THEATRE CONSTRUCTION BOOM

## N.C. Center Theatre Approved

BURLINGTON, N. C.—Stanley Schneider and Leonard Merl announced that negotiations were completed with the owners of Mason Park Shopping Center, Burlington, N. C., for the construction of a deluxe 725 seat theatre here.

This will be the first new indoor theatre in Burlington in the last 25 years. Schneider and associates believe that the Burlington area is one of the fastest growing industrial centers in the Carolinas. The theatre will be equipped with American Lounger type seats, and the auditorium will be completely draped. Columbia carpeting will be used throughout. The main attraction in the outer lobby will be a 25 foot horseshoe-type concession stand which can serve patrons from both sides. This is the first concession stand of this type in the two Carolinas.

The projection booth will be equipped with latest and most modern booth equipment. The theatre will offer first run motion pictures and will also fill a very definite community need by offering it's facilities for trade shows, community events and live stage show attractions.

Cost of construction is approximately \$300,000, and an early Fall opening is anticipated. The theatre—to be named the Park—is the fourth in a growing chain of theatres which Schneider and Merl now operate.

Expressing confidence in the future of the motion picture business, Schneider and Merl have several other theatre projects on the drawing board.

## Mid-America Expanding

ST. LOUIS—Louis Jablonow announced here the purchase of a 20 acre tract of land in Godfrey, Illinois. The land is located at the junction of alternate Route U.S. 67 and Illinois Highway 111.

Jablonow said that he is planning to start construction immediately on a modern 800 car theatre which will be called the Godfrey Drive-In Theatre. A building permit has been granted to Mid-America Theatres and plans call for an early fall opening date.

Mid-America plans to expand into other nearby cities and has acquired the Hiwa 50 Drive-In Theatre in Jefferson City, the Riviera Drive-In Theatre, Herrin, Illinois, and is building a new 800 car theatre on Highway 70 near St. Peters, Mo., which is scheduled to open in the fall of 1966.

Currently, the company owns the Bel-Air Drive-In, Ill.; the Falcon and Shop City Drive-Ins in East St. Louis; Capri Drive-In, Woodriver, Ill.; Plaza Drive-In, St. Charles, Mo.; and the Holiday and T-Bird Drive-Ins, St. Louis. Mid-America also has 3 deluxe first run theatres in St. Louis area—the Crestwood, Esquire, and Village theatres. The newly remodeled Brentwood Theatre, located in West St. Louis County, is currently playing special engagement pictures.

The 1700 seat Esquire, Flagship of the Mid-America chain, is being refurbished this month. Plans include new seats, carpets, drapes, curtains and installation of new sound and projection equipment.

## Rugoff Plans Mass. Indoor

NEW YORK—The Rugoff Theatre circuit has signed a long-term lease with Paul T. Ford and John A. Summerlin of Amherst, Mass., on a six-acre tract of land located at the corner of University Drive and Amity Street. Construction will start immediately on a modern motion picture theatre.

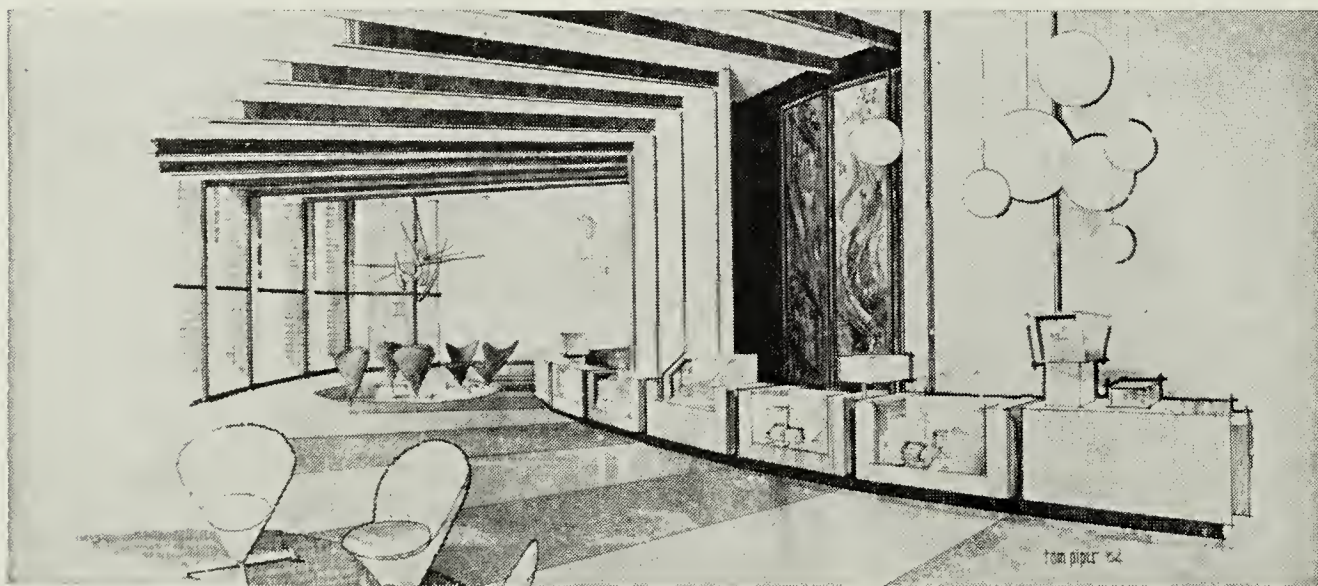
The acquisition of the Amherst site is the first step in an expansion program of the Rugoff chain, as recently announced by Donald S. Rugoff, president, his following appointment of William J. Dwyer, Jr., as vice-president in charge of theatre acquisitions.

The new theatre in Amherst will be of steel and concrete and will have a capacity of 869 "push back" seats and off-street parking for over 500 cars. The architect, William Riseman, of Boston, has designed a building to blend with the architectural charm of the colonial buildings in Amherst and the new construction at the University of Massachusetts. It will have a generous expanse of tinted glass in its facade and will have a covered walkway. The interior will comprise a spacious lobby and mezzanine art gallery and will accommodate the latest technological advances in film projection and acoustics.

The Rugoff circuit is known for its specialized programming of motion pictures for discriminating audiences. The circuit operates theatres in New York; Washington, D.C.; Princeton, N.J.; and Philadelphia. Its twin theatres, Cinema I and Cinema II, located on the east side of New York City, were the most recent theatres constructed by the chain and their design has won a number of architectural awards.

The Amherst theatre will be operated to meet the cultural and artistic standards of the community. In addition to art exhibitions, coffee will be served without charge in the lounge where patrons can enjoy the theatre's hospitality.

The theatre will also be available for special activities to the colleges and University by arrangement.



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## Fox Canoga Park Bow

CANOGA PARK CALIF.—National General Corporation's new Fox Fallbrook, located in the Fallbrook Square Shopping Center here, was set to open today (Mar. 16th), it was announced by Dan A. Polier and William H. Thedford, co-directors of theatre operations for the 220-theatre chain.

Opening of the deluxe 850-seat showcase, at Vanowen Street and Fallbrook Avenue, was to be staged in traditional filmland fanfare of stars, searchlights, music and entertainment.

Paramount's "The Spy Who Came In From The Cold," will be the initial offering at the theatre, with the opening sponsored by the Fortunehunters as a benefit for the Pacific Lodge Boys' Home in Woodland Hills.

Dick Van Dyke was to be honorary chairman of the event. Serving with him on the honorary committee are Raymond Burr, Telly Savalas, Martha Raye, Bob Denver, Edgar Buchanan, Don Drysdale, Councilman Thomas Sheppard, Supervisor Warren Dorn and Francis Lederer, honorary mayor of Canoga Park.



## Schaefer Appointed American Sales Chief

GRAND RAPIDS, Mich.—Henry F. Schaefer, general sales manager has been given the responsibilities and duties formerly held by



**SCHAEFER**

James J. Thompson, retired sales Vice President, it has been announced by James M. VerMeulen, president of American Seating Company. Schaefer, now the company's chief sales officer, has been appointed to four key American Seating management committees: operating, research and development, expenditures and wage and salary committees.

A native of Grand Rapids, he received his bachelor of science degree in Civil Engineering from the University of Michigan in 1933. He started working in the American Seating Company factory in 1934 and transferred to the sales division in 1937.

After serving as a sales representative in the Cincinnati and Buffalo areas, he returned to Grand Rapids during World War II to become staff engineer in the company's war products division.

In 1945 he was promoted to manager of the company's sales branch at Syracuse, N. Y.; in 1952 was made manager of the San Francisco branch and assistant divisional manager of the western division. He became western divisional sales manager in 1954, returned to Grand Rapids as director of branch operations in 1957. In 1965 he was named general sales manager with responsibility for all nationwide sales activities.

## Resort D-I For Frank

ATLANTIC CITY, N. J.—Work is nearing completion on the new 1,400-car Atlantic Drive-In Theatre, located adjacent to its former location at the Black Horse Pike Circle in Pleasantville, for Frank Theatres.

The 125' by 50' screen has been erected and workmen are in the process of installing the more than 90 miles of wire necessary for the new speakers and in-car heating systems.

Al Frank, head of the theatre firm, said the new Atlantic should be ready for opening shortly.

Grading of the site is now underway. The entire area will be black-topped. The new theatre is located adjacent to the multi-million dollar Searstown, which will occupy the site of the old Atlantic Drive-In.

The concrete foundation for the 100 by 100 foot concession building is laid and the block walls are just about completed. Frank said that a new office will be included in the construction so that the firm can have a central headquarters in the South Jersey area to serve Frank's other theatres.

The theatre will provide employment for 20 people on a year-round basis. He said the help will be recruited locally and will be directed by Don Warner, a 25 year industry veteran.

## Dr Pepper Earnings Up

DALLAS—Dr Pepper Co. reported record first quarter earnings here of \$393,643 (27 cents a share) compared to \$310,174 (21 cents a share) for the same period in 1965.

Chairman Wesby R. Parker said the earnings increase "follows closely the consistent growth record of last year."

## Coast D-I Gets Indoor Look

BUENA PARK, CALIF.—A completely new idea in drive-in theatre design, including a spacious carpeted foyer with lounge area, will be an important part of Pacific Drive-In Theatre's new twin Buena Park Drive-In, according to Ed Gutzman, project manager.

Scheduled for immediate construction, the Buena Park, when completed, will comprise the second half of a back-to-back twin screen

arrangement shared with Pacific's presently operating Lincoln D-I.

Other important innovations worked out by Pacific engineers and the Orange County architectural firm of Griffin and Banks include a new style of fast traffic control, widely spaced speaker columns, and lighting techniques that mark a complete departure from present practices and materials.

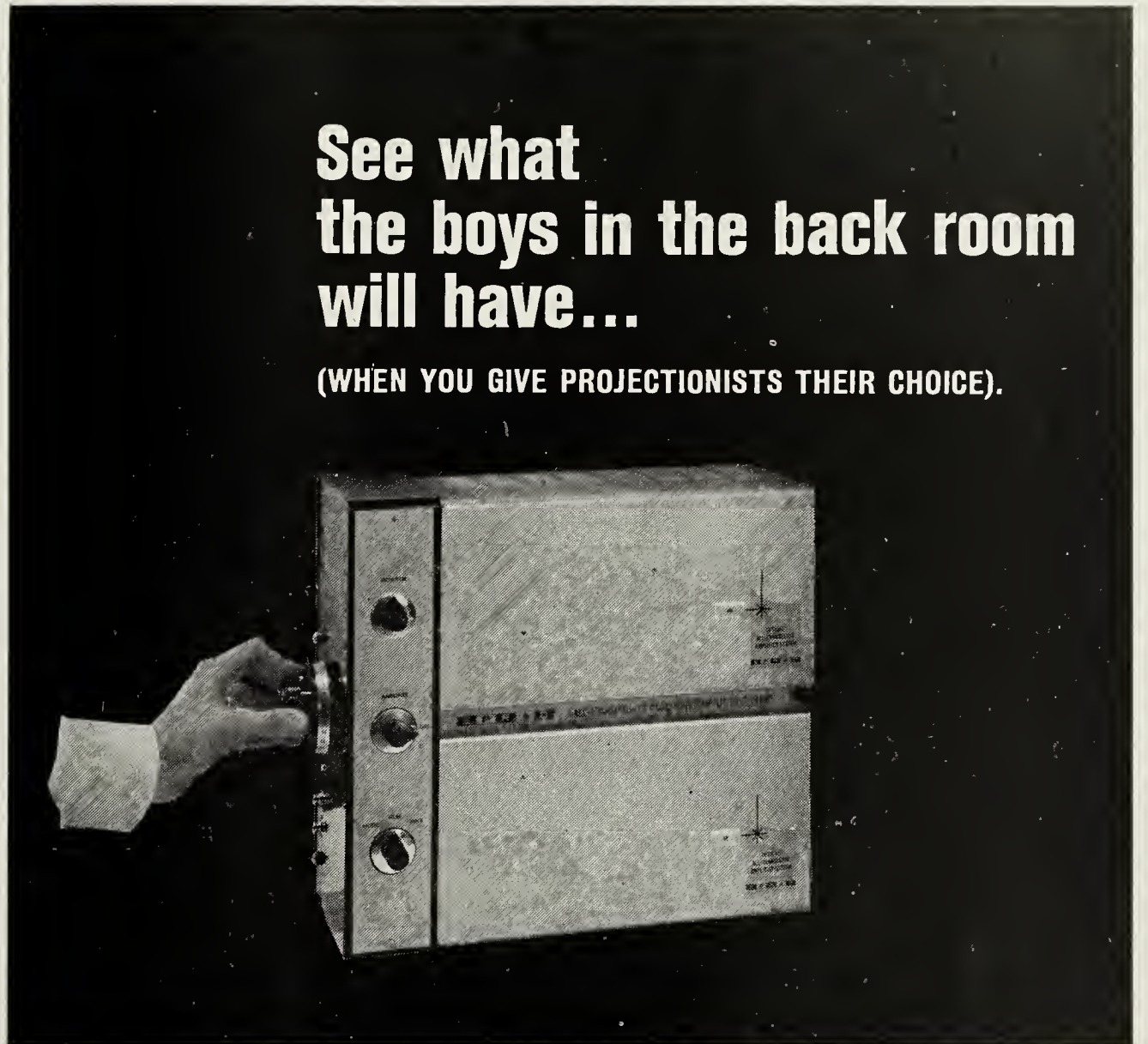
## New Twin Set For Mass.

HARTFORD—A dual motion picture theatre, to be known as Cinema I & II, is included in plans for a multi-million entertainment-sports facility featuring a 30,000-capacity football stadium off Interstate Highway 91, midway between Hartford and Springfield, Mass.

Located near Bradley Field, the airline terminal base used jointly by northern Connecticut and western Massachusetts, the theatre building would be incorporated into a shopping area on the 143-acre tract.

**See what  
the boys in the back room  
will have...**

**(WHEN YOU GIVE PROJECTIONISTS THEIR CHOICE).**



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# VENDMANSHIP HINTS FROM INDUSTRY



PHOTO: HALF SIZE

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Progressive marketing techniques demand that industry attempt to fulfill the needs and desires of its consumers. If customer demand for a particular product, or line of products, declines over a period of time, industry is understandably reluctant to pour money into new product development for that customer. If the customer himself shows little interest in new developments concerning a certain phase of his business, industry is given another reason to adopt an objective attitude.

The vending industry is no exception to this marketing concept. Precisely for this reason, the astute exhibitor-concessionaire can see why a modicum of vending equipment has been manufactured in the last few years primarily for theatre use. The demand for automatic merchandisers has not warranted specific designs by the vending industry.

Facing these facts, it is up to the exhibitor to borrow and adapt industrial vending operations to fit his particular needs. Thanks to the ingenuity of vending engineers, the exhibitor-concessionaire forced to use equipment not specifically designed for theatre operation will not suffer. Designed for beauty, practicability and ease of operation, the industrial merchandiser will fit right into most theatre operations.

A key technique developed by the

vending industry is the "banking" of automatic merchandisers. This innovation allows the exhibitor-concessionaire to buy just the units he needs now—adding other, matched units, as required. This advancement eliminates an inventory of mis-matched merchandisers. It reduces equipment obsolescence to a minimum. Most important of all to the exhibitor-concessionaire is the pleasing effect his "bank" of merchandisers will have on customers by supplying them with equipment that has a "tailored-to-the-location" look.

Calling the "banking" of units a new idea is probably a misnomer. The ancient Romans, as is often the case, had a word for it. That word was *modulus*, meaning a small measure. As used in our language today, modulus has come to mean a positive physical quantity that expresses the measure of some function, property, or effect, especially under unit conditions. By designing merchandisers that are identical in physical dimensions and outside appearance, the vending industry has made possible unit buying to achieve a standard visual effect.

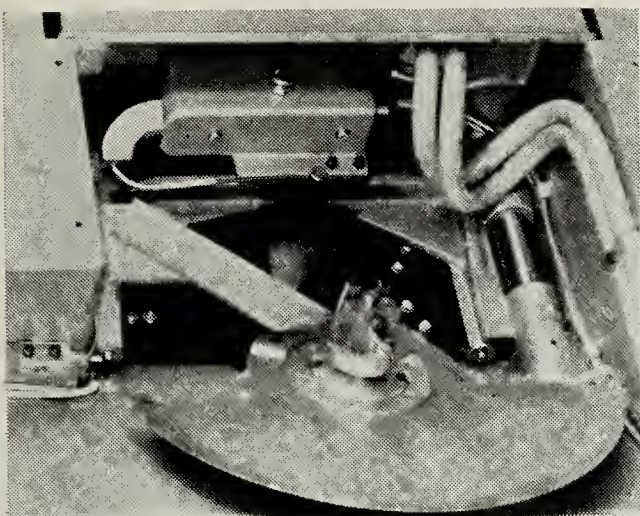
Although not primarily designed for the exhibitor-concessionaire, modular equipment puts him in a strong economic position. By obtaining one unit or a series of units at a time, the risk

(Continued on next page)



*The Vendo "Crestwood" series of modular-designed vending equipment illustrates the "bank" method of installation.*





*New A.C. operated push-pull changeover of the new Type 66 Norelco AAI Universal 70/35 motion picture projector. Also shown in the photo is the new heat resistant dowsing blade assembly, one of 11 key technical improvements featured in the Type 66 projector.*

## Nutmeg Adding New Cinema

NORWALK, CONN.—Construction of Fairfield County's newest film theater has started this summer on the Isaac Street Plaza here, it was announced by Nutmeg Theater Circuit, operators of Norwalk Theater; Fine Arts, Westport; Wilton Cinema and County Cinema, Fairfield; and other screen houses in Southern Connecticut.

The new cinema, seating 900, will be a two-story structure incorporating the latest advances in motion picture presentation, stereophonic sound and audience accommodations, Don Iogha, Nutmeg general manager, said. The architect of the theater will be Burton S. Yolen, whose design of the Wilton Cinema has won nationwide commendation.

Covering an area of approximately 10,000 square feet the showplace will face directly on the centrally-situated Isaac Street Plaza, which has become a preferred shopping area in the redevelopment of Norwalk. There is parking space for 500 cars.

The orchestra level of the new theater will seat 700, with a loge section seating 200. In planning the reception and lobby area, the management is arranging for special facilities for showing works of area artists, an attraction which has come to be identified with Nutmeg's film houses.

## VENDMANSHIP

(Continued from page PE-16)

of profit-loss is reduced. If volume increases, units are added. Also, by having available for acquisition matching merchandisers to add to the "bank," there is no risk of unit design clashing with physical setting.

There are vendors who do manufacture merchandisers designed for theatre use. Unfortunately their numbers are few. By keeping abreast of new developments outside of his industry, the exhibitor-concessionaire can often come up with marketable, profit making ideas. As has been stated many times in this department, a theatre has more to offer than a motion picture. Patron comfort and convenience is just as important as the image on the screen.

# Improved Projector Announced

Eleven important new technical improvements are now being featured on the Academy Award winning Norelco AAI Universal 70/35 projector. The new improved AAI model is known as Type 66.

Among the improvements are an outstanding A.C. operated push-pull changeover, a heat resistant dowsing blade assembly, a dual 70/35 magnetic roller, and a safety-slip driving pinion. The aperture of the Type 66 is adjustable for film clearance. There is also a new optical sound head flywheel design, an optional solar cell

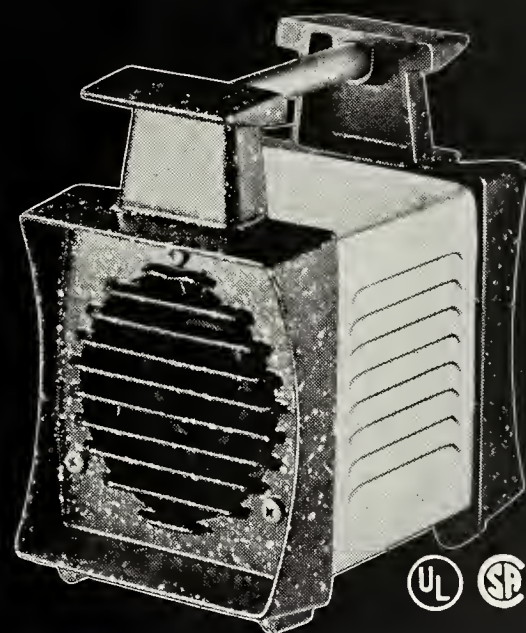
optical sound head, and a choice of built-in or remote optical pre-amplifier. The single capacitor motor of the new model remains synchronous.

In addition, the projector features automatic mode selection of optical, CinemaScope, Todd-AO and other 6-track sound inputs for use with Norelco's All-Transistor Sound System. An optional feature is the exclusive Norelco Pneumato-Gate.

Type 66 projectors are now in stock and available for immediate delivery from all authorized Norelco theatre supply dealers.

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Hot-Shot heater  
may cost less  
to buy...**

**But it can  
cost you a lot  
more to own.**



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## NTS Moves Home Office

NEW YORK—National Theatre Supply transferred its home office from Tarrytown, N. Y., to modern 30,000 sq. ft. of office-warehouse facilities at 411 Sette Drive, Paramus, New Jersey.

The new building will be equipped with the latest in electronic data and control systems and will also serve as a centralized shipping depot for the entire Northeast region.

The fully automated warehouse is located at the hub of air, rail, truck and film transit facilities, assuring exhibitors of overnight delivery on the complete range of supplies and equipment handled by National Theatre Supply.

Commenting on the new facilities, J. W. Servies, recently-elected N.T.S. president,

stated: "This move enables our company to provide a true jet age supply service to the motion picture industry. Within a matter of hours we can deliver almost any theatre product or piece of equipment to any city or town in the entire Northeast section of the United States. Under one roof this new supply depot will have more kinds of replacement parts than can be found any place in the world. Every part is catalogued and inventoried by the computer system. In addition there will be maintained a more complete supply of accessories and equipment items than it is possible to keep in individual branches. Similar automated regional supply depots are planned for other parts of the nation in the near future."

## Birth Of Talkies Noted

NEW YORK—The 40th anniversary of the beginning of talking motion pictures and the founding of Electrical Research Products, Inc., was recently held at the Hotel Statler. A number of memorable occasions were recorded.

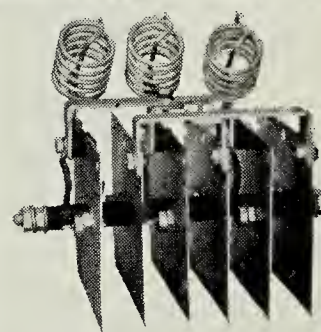
Possibly the one of most historical interest was the discussion between J. B. Irwin, now retired, and L. W. Davee, now President of Century Projector Corp., two of the four original engineers at the Bell Telephone Lab-

oratories that developed the Western Electric method of sound recording on film.

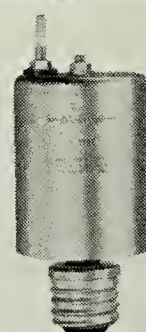
Dr. McKensie, in charge of the original group passed away a few years ago. The other member, Richard Keubler, was unable to attend.

Mr. Davee was in charge of and recorded all of the first commercial recordings, on film, by the Western Electric sound on film equipment.

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Arc Lamp  
Rectifiers  
with  
KNEISLEY  
Silicon Stacks  
and  
Sil-Tubes  
as  
hundreds of  
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KNEISLEY Silicon Stack



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**45 Thousand**

**Kneisley Silicon Stacks and Sil-Tubes in  
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Replacing gas-filled tubes with Sil-Tubes increases rectifier efficiency 25 to 30% which adds up to a sizeable power savings in a year's time.

Silicon Stacks available for: Ashcraft, Kni-Tron, Lee, Mc-Colpin-Christie, Motiograph, Norpat, R. C. A., Robin (Kern), and Strong Rectifiers. See your supply dealer or write us direct.

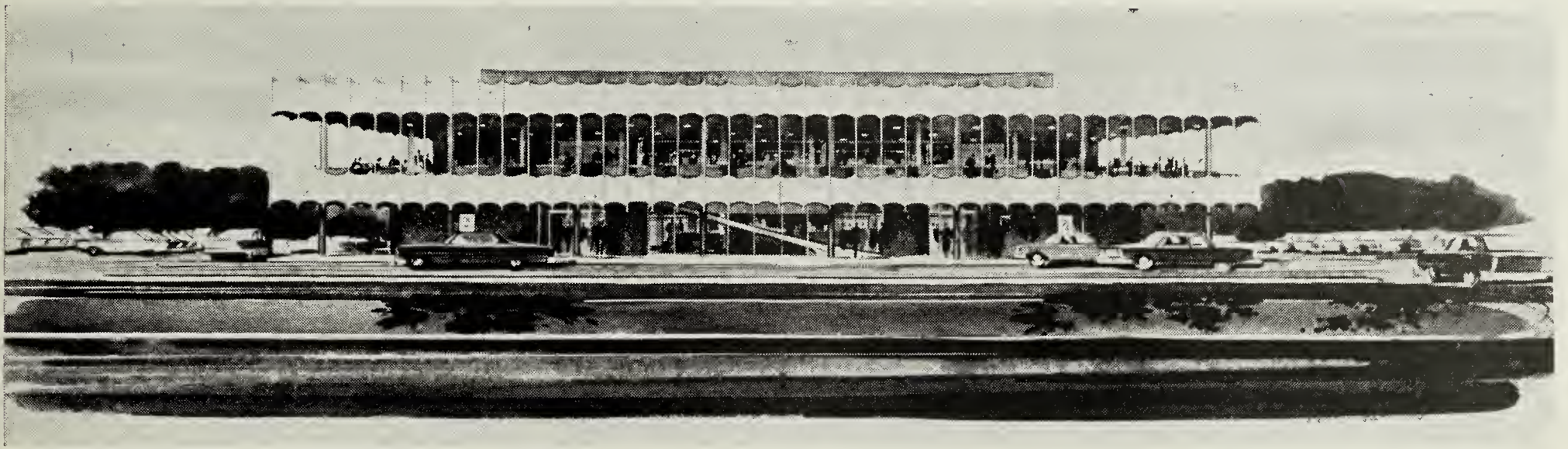
**THE KNEISLEY ELECTRIC CO.**

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# Rome Was Never This Lavish



The elegant new Quo Vadis in Wayne, Michigan is the Shafer chain's proudest addition.

*Baaa . . . (Shhh) . . . Waa . . . (Shhh) . . . Guurg . . . (Shhh) . . .*

Babies brought to the theatre by doting parents can become a problem.

Patrons who bring infants to the new Quo Vadis in Wayne, Michigan will find a "crying room" for just such a contingency. This is one of many outstanding innovations to be found in the deluxe \$750,000 house. A recent addition to the growing Shafer chain, the Quo Vadis seats 1186, with parking for 650 cars.

Another unusual feature of the Quo Vadis is a restaurant above the auditorium which will accommodate 350 patrons. The walls which house the restaurant curve upward to give the room a "crown" effect. One hundred windows,

nine feet high by four feet wide, contain amber glass to give a jewel-like appearance to the gold anodized background provided by the front of the theatre.

The facade itself is 158 feet long with over 3,000 square feet of imported Italian glass mosaic in three shades of blue studded with gold mirrors from Belgium. The balance of the exterior is finished in broken-faced beige brick, with curved walls having twelve-foot recesses for planters and shrubbery. The entire face of the theatre is illuminated at night.

A unique marquee, remoted from the theatre by a fifteen foot high porcelain archway can shelter up to 700 people during inclement weather. The Quo Vadis has both indoor and

outdoor box offices.

Alcoves in the impressive lobby and foyer contain statues of Roman gladiators which emphasizes the theatre's name.

Auditorium walls are covered with purple Velvetex panels, lit from floor to ceiling by fluorescence on dimmers. The front drape is hot pink satin washed by 3,000 watts. Seats are in purple; carpeting hot pink and purple.

Equipment includes 7-track stereophonic sound. Provisions have been made for 70mm Cinemascope and Cinerama. The projection booth has push buttons for curtains and lighting.

Y. Machida was the architect; builder the Hyatt Construction Co.

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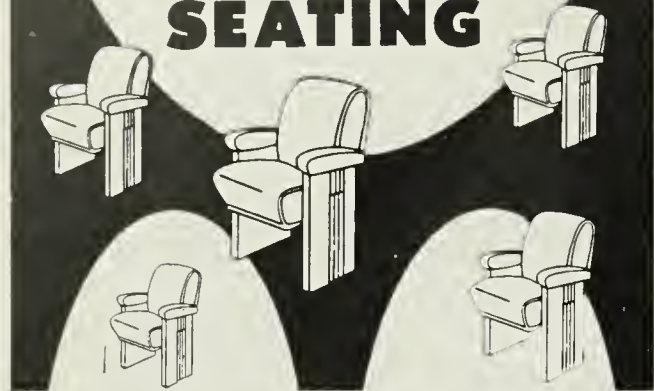
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## Schneider Appointed Controller Of NTS

NEW JERSEY—John M. Schneider, 45, was recently named controller of National Theatre Supply Company, Paramus, New Jersey. Mr. Schneider has been with NTS since 1946, serving successively in the capacities of accounting clerk, office manager, chief accountant and assistant treasurer.



A graduate of Pace College, New York City, and a U.S. Marine Corps World War II veteran, he will now be responsible for all NTS home office accounting, credit and collections. His appointment coincides with the company's recent move to new ultra-modern headquarters in Paramus, N. J. The new facilities, which include a fully-automated warehouse, will serve as a centralized shipping depot for the entire Northeast region, assuring exhibitors of overnight delivery on the complete range of supplies and equipment handled by National Theatre Supply.

## NAC C.I.M.Y. Contest Judges Named

A panel of six judges, who will select the Grand Award Winner and several runners-up who qualify for merit awards, from among entries submitted in the C.I.M.Y. (Concession Idea Man of the Year) contest being sponsored by the National Association of Concessionaires, has now been named.

Those who will serve as contest judges are: Jack Clark, president, Allied Theatres of Illinois, Inc., Chicago; Jack Greenberg, branch manager, National Screen Service Corporation, Chicago; Carl M. Larson, assistant professor-marketing, College of Business Administration, University of Illinois at Chicago Circle; Frank Newell, managing director of concessions, Balaban & Katz and Great States Theatres, Chicago; Henry Rhyne, president, Grayslake Outdoor Limited, Grayslake, Illinois and A. J. Villiesse, The A. J. Villiesse Company, Glenview, Illinois.

Judging of the contest will take place on a date soon to be announced after the August 15 closing date for receiving completed entries at the offices of the association, 201 North Wells Street, Chicago.

The grand prize of an all-expense trip to the 1966 convention of NAC being held September 27-October 1, at the Americana Hotel, New York City, will be awarded to the concessionaire who, in the opinion of the judges, submits the most original idea on a refreshment concession program.

## WANT FURTHER INFORMATION ON PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ AMERICAN SEATING CO., Theatre Chairs
- ☐ ASHCRAFT MFG. CO., C. S., Projection Lamps, High Reactance Multi-Phase Rectifiers
- ☐ BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., Theatre Planning; Theatre Precision Equipment
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- ☐ NATIONAL THEATRE SUPPLY CO., Theatre Equipment and Supplies, American Theatre Chairs
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- ☐ STRONG ELECTRIC CORP., THE, Projection Lamps
- ☐ T.E.D.A., Theatre Equipment Dealers Association
- ☐ VENDO CO., THE, Vendo Past-Mix Merchandisers
- ☐ XETRON DIV., CARBONS, INC., Xetron Lamp houses, Power Supplies

LIST ITEMS .....

ISSUE OF JULY 13, 1966

NAME .....

THEATRE .....

ADDRESS .....

CITY, STATE .....

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## NATO Tests Day Screen

### Techniques For D-I

HOLLYWOOD, CALIFORNIA — Robert W. Selig has informed the Board of Directors of the National Association of Theatre Owners that actual tests of several daylight screen techniques and theories are being conducted under operating conditions. Selig, executive assistant to the president of Pacific Drive-In Theatres Corporation is chairman of the NATO Drive-In Technical Committee.

Present projects involve screen towers of special construction and facing materials which diminish reflection of natural light and amplify reflection of the projected picture.

Selig emphasized that these installations are merely experimental and that commercial development and application are still in the future. "The potential of an effective, efficient daytime screen is so great in terms of dollars and other benefits" he noted "that it needs no elaboration. Research and experimentation on several theories have been underway for some time. As these tests progress, technical people from the supply and manufacturers associations will be invited to help in evaluation."

Selig also announced that he has been investigating three additional fields of research development for the NATO Drive-In Technical Committee: speakerless sound systems, drive-in prints, and non-operating hours use for drive-ins.

The speakerless sound systems broadcast directly to the car radios, eliminating expensive installation and maintenance of drive-in speakers, posts and wiring. Convincing patrons that the use of their car radio will not result in battery failure is a major problem and a practical system of traffic control without speaker posts has not yet been developed.

"With the number of drive-ins in this country today" Selig states "it would seem feasible for the distributors to furnish prints which would improve the quality of light on drive-in screens. Presently, of all theatres in the United States, only the Radio City Music Hall is furnished a special print, tailored to its specific requirements. A series of discussions aimed at securing, if possible, special prints for drive-ins is being conducted with the studio technical people."

## Smith Joins Ashcraft

Allen G. Smith, identified with the motion picture projection industry for many years, has joined the C. S. Ashcraft Mfg. Co., Inc. as Dealer-Sales Engineer.



SMITH

organization of authorized dealers."

Smith started his career as manager of Southern Equipment Co., then moved to National Theatre Supply Co. as supervisor of the Oklahoma City, Kansas City, Dallas and Chicago branch offices. From December 1947 to February 1962 he served as manager of National's New York branch.

During the war, he served as an Industrial Consultant to the War Production Board in Washington, D. C., where he authored and administered the Limitation Order which controlled the manufacture and distribution of all 35mm Motion Picture projection and sound equipment for the Armed Forces.

### NRI Relocates Facilities

CHICAGO—National Rejectors, Inc., announced that its North Central area headquarters in Chicago has recently moved to a new, larger, and more accessible facility at 9650 Allen Ave., Rosemont, Ill.

The new facility is 50 per cent larger than the firm's previous Chicago location, at 4907 West Fullerton Ave., and it is more centrally located at the junction of the Tri-State Tollway (Interstate 294), the Northwest Tollway (Interstate 90), and the John F. Kennedy Expressway.

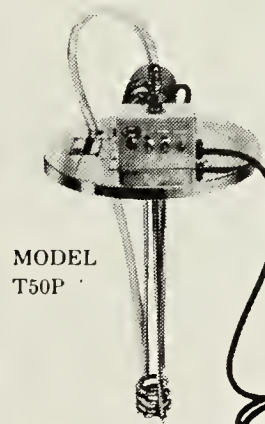
William R. Sabol, field sales manager for NRI, said: "This new, expanded facility will enable us to serve our customers better and will result in significant time savings by being close to many key highways and only three minutes from O'Hare Field."

## Eprad Appoints Chief Engineer

TOLEDO, O.—Stanley J. Kulish has been appointed chief engineer for Eprad Inc., president Al Boudouris announced here.

Kulish, who has been with the company for two years, has worked extensively on Eprad theatre sound products, Dine-A-Mike, restaurant electronic ordering systems, and Eprad's new Pro-Temp-O hair bleaching machines for beauty salons.

### Another CRETORS First New Motorized Transfer Pump



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analogy over to B.T.U.'s, we can see why ice refrigerates so well and why the need for good refrigeration equipment. For example, Coke says that if one pound of 32 degree water is mixed with four pounds of 72 degree water, the temperature of the five pounds of water will be about 64 degrees. But, if one pound of 32 degree ice is combined with four pounds of 72 degree water, five pounds of water at a temperature of about 35 degrees will result. The extra work done by proper refrigeration in removing the B.T.U.'s to form ice will pay off in a refreshingly cold, carbonated beverage.

Effects of Heat

When possible, refrigerate ingredients before dispensing. When water and syrups enter the system, the refrigeration system begins absorbing their heat. If many consecutive drinks are being dispensed, quite a lot of heat may be brought into the system in a short time. Actually, a sort of race begins to determine whether the incoming products can bring in heat faster than the refrigeration system can absorb and carry it away. A very important factor in chilling beverages under rapid dispensing conditions is the efficiency of the system to fully utilize its refrigerating capacity. The tubing used to transfer heat from incoming beverages must be of the proper length, diameter, and configuration to expose the product to the available refrigeration for a sufficient period of time to allow its heat to be transferred.

To keep your equipment at peak capacity, plan to have tubing for carbonated water, plain water, and syrups carefully routed to avoid proximity to hot water lines, stoves, and other sources of heat.

Heat also has a direct effect on the internal pressure of a CO2 cylinder. As the outside temperature rises, the pressure in the tank increases. To avoid causing CO2 cylinders to work harder due to

ated beverage is just as repulsive as a warm one. Checking the temperature of the dispensed beverage can often eliminate this problem. The ice in the cup or glass may reduce the temperature of a drink that is too warm, but it cannot restore the carbonation that has been lost. In many areas, the temperature of incoming city water varies considerably from summer to winter. Since cool water absorbs CO2 gas more readily than warm water, summer operations may require higher pressure settings on the gas pressure regulator.

How Heat in Post-Mix Syrups Affect the Temperature of Finished Drinks.

|                      |    | TEMPERATURE OF CARBONATED WATER |      |      |      |      |      |      |      |      |
|----------------------|----|---------------------------------|------|------|------|------|------|------|------|------|
|                      |    | 34                              | 36   | 38   | 40   | 42   | 44   | 46   | 48   | 50   |
| TEMPERATURE OF SYRUP | 36 | 37.3                            | 38.9 | 40.5 | 42.1 | 43.7 | 45.3 | 46.9 | 48.5 | 50.0 |
|                      | 38 | 37.8                            | 39.3 | 40.9 | 42.5 | 44.0 | 45.6 | 47.2 | 48.8 | 50.3 |
|                      | 40 | 38.2                            | 39.7 | 41.3 | 42.8 | 44.4 | 46.0 | 47.5 | 49.1 | 50.7 |
|                      | 42 | 38.5                            | 40.1 | 41.6 | 43.2 | 44.8 | 46.3 | 47.9 | 49.4 | 50.9 |
|                      | 44 | 38.9                            | 40.5 | 42.0 | 43.6 | 45.1 | 46.7 | 48.2 | 49.8 | 51.3 |
|                      | 46 | 39.3                            | 40.9 | 42.4 | 44.0 | 45.5 | 47.1 | 48.6 | 50.1 | 51.7 |
|                      | 48 | 39.8                            | 41.3 | 42.9 | 44.4 | 45.9 | 47.4 | 49.0 | 50.5 | 52.0 |
|                      | 50 | 40.2                            | 41.8 | 43.3 | 44.8 | 46.3 | 47.8 | 49.3 | 50.8 | 52.4 |
|                      | 55 | 41.0                            | 42.5 | 44.0 | 45.5 | 47.0 | 48.5 | 50.0 | 51.5 | 53.0 |
|                      | 60 | 41.7                            | 43.2 | 44.7 | 46.2 | 47.7 | 49.2 | 50.6 | 52.1 | 53.6 |
|                      | 65 | 42.5                            | 44.0 | 45.4 | 46.9 | 48.4 | 49.8 | 51.3 | 52.7 | 54.2 |
|                      | 70 | 43.2                            | 44.7 | 46.1 | 47.6 | 49.0 | 50.5 | 51.9 | 53.3 | 54.8 |
|                      | 75 | 44.0                            | 45.4 | 46.9 | 48.3 | 49.7 | 51.1 | 52.5 | 54.0 | 55.4 |
|                      | 80 | 44.7                            | 46.1 | 47.5 | 48.9 | 50.4 | 51.8 | 53.2 | 54.6 | 56.0 |

When a system provides refrigeration for some but not all of the syrups, it is a good idea to use the available refrigeration for syrups going into carbonated beverages. While cold syrup is certainly desirable for post mix drinks made with plain water, critical carbonation losses due to the addition of heat are not experienced. The blending of syrup and water can be seriously affected if the syrup is colder than the carbonated water. When the syrup is colder than the water, says "Facts," it tends to settle in the bottom of the cup or glass. This can usually be corrected by using a faucet cover which does a better job of diffusing the syrup. The best procedure is to insure that the water is as cold as possible.

Returning to the problems of our friend in the restaurant, keep in mind a few service procedures that should insure the patron getting the quality beverage he has ordered.

If possible, when dispensing, the stream of beverage should be directed against the inner wall of the cup. This allows the falling beverage to be slowed more gradually than if it splatters into the rising surface of ice and drink, causing excessive loss of carbonation. Draw the beverage after the food has been prepared and transport it to the consumer as quickly as possible. If a drink must be drawn and left waiting, as in many D-I operations, capping the cup will prevent quick build-up of a tasteless water cap.

While refrigeration is not a part of the substance of beverages, it is difficult to over-estimate its contribution to the quality of carbonated drinks. When preservation of carbonation, uniform syrup portion control, accurate blending, prevention of ice dilution, and other factors influenced or controlled by refrigeration are considered, no retailer will disregard its importance.

EDITOR'S NOTE: Parts of this article are taken directly from "Facts For Quality Beverage Dispensing," with permission of the publisher, The Coca-Cola Company, while other material represents abstractions from Coke's handbook and material included by the editor. In the August 17th issue of PHYSICAL THEATRE—EXTRA PROFITS we will present the concluding article in this series, which will summarize the series and provide data with which the reader could evaluate his cost/profit record for the season. Results of a quality control program at one or more theatres will stress profit potentials for the conscientious theatreman-concessionaire.

Quality goes down as temperature goes up.

| Temperature of Drink | Carbonation | Loss of Carbonation |
|----------------------|-------------|---------------------|
| 36°                  | 100%        | 0                   |
| 38°                  | 96%         | 4%                  |
| 40°                  | 92%         | 8%                  |
| 42°                  | 88%         | 12%                 |
| 44°                  | 84%         | 16%                 |
| 46°                  | 81%         | 19%                 |
| 48°                  | 78%         | 22%                 |
| 50°                  | 75%         | 25%                 |
| 52°                  | 72%         | 28%                 |
| 54°                  | 69%         | 31%                 |

increased pressure, locate them in cool areas or at least where room temperatures will not be exceeded. Each cylinder for carbon dioxide is equipped with a relief valve which is designed to relieve any excessive internal pressures which might occur. The operator should never tamper with this valve.

A quality carbonated beverage will not retain proper carbonation if the dispensing temperature of the beverage exceeds 36 degrees. "Facts" considers a temperature of 40 degree to be the upper limit of really good quality. There is a simple explanation for this. Refrigeration slows the activities of the water molecules, creates a sleepy, peaceful environment in which the CO2 molecules can be fairly secure. But, if the temperature of the beverage goes up, the molecules become agitated and begin to rush about in confusion, knocking the CO2 out of the drink. A "flat" carbon-



# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JULY 13, 1966

SECTION TWO  
VOL. 75, No. 23

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

|             |                  |              |                 |
|-------------|------------------|--------------|-----------------|
| C—Comedy    | COMP—Compilation | MD—Melodrama | NOV—Novelty     |
| CAR—Cartoon | D—Drama          | MU—Musical   | TRAV—Travelogue |
|             | DOC—Documentary  | W—Western    |                 |

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

|                 |                  |                |                |
|-----------------|------------------|----------------|----------------|
| CN—Cinerama     | DS—Dyaliscope    | PC—Pathe Color | TE—Technirama  |
| CS—CinemaScope  | EC—Eastman Color | PV—Panavision  | TS—Techniscope |
| DC—Deluxe Color | MC—MetroColor    | RE—Reissue     | VV—VistaVision |
|                 |                  | TC—Technicolor | C—Other Color  |

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### ALLIED ARTISTS DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 BLOOD AND BLACK LACE—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller—Woolner Brothers
- 6513 CITY OF FEAR—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made abroad
- 6516 CURSE OF THE VOODOO—D—77m.—Bryant Haliday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English made
- 6514 DESERT RAVEN, THE—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 EL CID—D—181m.—(STE; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure should ride high—Filmed In Spain—Reissue
- 6412 ESCAPE BY NIGHT—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay programmer—English-made
- 6511 FINGER ON THE TRIGGER—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—Actionful western—Made In Spain
- 6517 FRANKENSTEIN MEETS THE SPACE MONSTER—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Exploitable science fiction dualler
- 6510 GUNMEN OF THE RIO GRANDE—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay western made in Spain
- 6535 HUMAN DUPLICATORS, THE—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)—Okay horror meller for duallers—Woolner Bros.
- 6602 LEATHER BOYS, THE—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of English teen-agers—English-made
- 6603 LEMONADE JOE—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments—European-made; dubbed in English
- 6606 MOONWOLF—MD—85m.—Carl Moehner, Ann Savo—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 MUTINY IN OUTER SPACE—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction meller—Woolner Bros.
- 6507 OPERATION C.I.A.—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed In Thailand
- 6604 PARTY'S OVER, THE—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama is intermittently interesting—English-made
- 6413 RACING FEVER—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for program
- 6504 TAFFY AND THE JUNGLE HUNTER—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333 (10-20-65)—Okay jungle adventure good for kids, and family audiences
- TERROR IN THE CITY—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry

#### COMING

AMERICAN WIFE, AN—(C)—Rhonda Fleming, Juliet Prowse

DISK-O-TEK HOLIDAY—(C)—Freddy & The Dreamers

MAGIC WEAVER, THE—(C)—Fairy Tale

A MAN AND A WOMAN—(C)—Anouk Aimee, Jean-Louis Trintignant—French-made

NIGHTMARE CASTLE—Barbara Steele

OH! THOSE MOST SECRET AGENTS—Franco and Clcclio

ONCE UPON AN ISLAND—(C)—Hans Peterson, Chita Norby

### AMERICAN INTERNATIONAL DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 BIG T.N.T. SHOW, THE—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good bet for teens
- 6522 BLOOD BATH—MD—69m.—William Campbell, Marissa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 DR. GOLDFOOT AND THE BIKINI MACHINE—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—5349 (12-1-65)—Exploitable programmer should do okay as part of show.
- 6512 DIE, MONSTER, DIE—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful horror epic
- 6601 DIRTY GAME, THE—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Annie Girardot—5393 (4-27-66)—Interesting espionage thriller—Filmed abroad
- 6511 ECCO—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational—Italian-made; English narration
- 6605 FIREBALL 500—MDM—91m.—(PV; PC)—Frankie Avalon, Annette Funicello, Fabian—5413 (6-22-66)—Racing car thrills for teen-agers
- 6604 GHOST IN THE INVISIBLE BIKINI—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Karloff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- 6609 GIRL GETTERS, THE—D—93m.—Oliver Reed, Jane Merrow—5398 (5-11-66)—Well-made tale of resort romances—English-made
- 6603 GREAT SPY CHASE, THE—CMD—87m.—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cute spoof of spies in action—Filmed abroad; dubbed in English
- KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—English-Landav
- 6615 LA DOLCE VITA—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue
- 6513 PLANET OF THE VAMPIRES—MD—86m.—(C)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful science fiction entry
- 6521 QUEEN OF BLOOD—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting science fiction horror entry

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



● Any Wednesday ..... WB  
Apache Gold ..... A1 Col.  
Apache Uprising ..... A2 Par.  
Arabesque ..... A3 U  
Arizona Raiders, The ..... A2 Col.  
Around the World Under the  
Sea ..... A1 MGM  
Assault On A Queen ..... A2 Par.

B

Ballad of Love, A ..... For.  
Bambi-Re. .... A1 BV  
● Bang, Bang You're Dead ..... AIP  
Band of Outsiders ..... For.  
● Batman ..... Fox  
Battle of the Bulge ..... A1 WB  
Beach Ball ..... B Par.  
● Beardless Warriors, The ..... U  
Bellboy, The-Re. .... A2 Par.  
● Beau Geste ..... A1 U  
Bedford Incident, The ..... A2 Col.  
● Bible, The ..... A1 Fox  
Big T.N.T. Show, The ..... A2 A1  
Big Hand for the Little Lady, A ..... A2 WB  
● Biggest Bundle of Them All, The ..... MGM  
Billie ..... A1 UA  
Billy The Kid Vs Dracula ..... A1 EMB  
● Birds Do It ..... A1 Col.  
Blindfold ..... A2 U  
Blood And Black Lace ..... B AA  
Blood Bath ..... A1  
● Blow-Up, The ..... MGM  
Blue Max, The ..... B Fox  
Boeing-Boeing ..... B Par.  
● Born Free ..... A1 Col.  
Boy Cried Murder, The ..... A2 U  
Boy, Did I Get A Wrong Number ..... A3 UA  
Breakfast at Tiffany's-Re ..... A3 Par.  
Bremen Town Musicians, The ..... A1 FOR  
Brides of Dracula, The-Re. .... A2 U  
Brigand of Kandahar, The ..... A2 Col.  
● Bullwhip Griffin ..... BV  
Bunny Lake Is Missing ..... A3 Col.

C

● Caper Of The Golden Bulls, The ... Emb.  
● Caprice ..... Fox  
Carry On Cleo ..... For.  
Casanova '70 ..... B Emb.  
● Casino Royale ..... Col.  
Cast A Giant Shadow ..... A3 UA  
Cat, The ..... A1 EMB  
Cave Of The Living Dead ..... For.  
Cavern, The ..... A2 Fox  
● Chamber Of Horrors ..... WB  
Chase, The ..... A3 Col.  
Cinerama's Russian Adventure ..... A1 Misc.  
Cincinnati Kid, The ..... B MGM  
City of Fear ..... B AA  
Cloportes ..... C For.  
Clouds Over Israel ..... For.  
Coast of Skeletons ..... A2 For.  
Come Blow Your Horn-Re. .... A3 Para.  
● Comedy Man, The ..... Cont.  
Contest Girl ..... Cont.  
● Covenant With Death, A ..... WB  
● Convict Stage ..... A2 Fox  
● Countess From Hong Kong, A ..... U  
Curse Of The Fly, The ..... A2 Fox  
Curse of the Voodoo ..... B AA

D

● Dangerous Days of Klowa Jones ... MGM  
Dark Intruder ..... A2 U  
Darling ..... A4 Emb.  
Daydreamer, The ..... Emb.  
● Deadlier Than The Male ..... U  
● Deadly Affair, The ..... Col.  
● Deadly Bees, The ..... Par.  
Dear John ..... C For.  
Desert Raven, The ..... B AA  
● Destructors, The ..... UA  
● Devil In Love, The ..... WB  
Devils of Darkness ..... B Fox  
● Devil's Own, The ..... Fox  
Die, Monster, Die ..... A2 A-1  
● Dirty Dozen, The ..... MGM  
Dirty Game, The ..... A3 A1  
● Disk-O-Tek Holiday ..... AA  
● Divorce American Style ..... Col.  
● Dollar Ahead, A ..... UA  
Do Not Disturb ..... A3 Fox  
Dr. Goldfoot And The Bikini  
Machine ..... A2 A1  
● Dr. Goldfoot and the Girl Bombs ... AIP  
Dr. Who and the Daleks ..... Cont.  
Doctor Zhivago ..... A2 MGM  
Don't Worry, We'll Think Of A  
Title ..... A1 UA  
Dracula—Prince of Darkness ..... A2 Fox  
Duel At Diablo ..... B UA

E

Ecco ..... A1  
EL CID-Re ..... A1 AA  
● El Dorado ..... Par.  
● El Greco ..... Fox  
● El Kotch ..... Col.  
Endless Summer, The ..... Misc.  
Engagement Italiano ..... For.  
Enough Rope ..... For.  
● Enter Laughing ..... Col.

SANDS OF BEERSHEBA—D—90m.—Diane Baker, David Opatoshu, Tom Bell—5405 (5-25-66)—Good adventure entry with topical twist—Filmed in Israel—Landau-Unger  
6516 SECRET AGENT FIREBALL—MD—89m.—(Widescope; C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—Fast moving spy meller for duallers—Filmed abroad; dubbed in English  
6510 SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help  
6515 SPY IN YOUR EYE—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller for the duallers—Italian-made; dubbed in English  
6505 SWINGERS' PARADISE—C—83m.—(TC; TS)—Ciff Richard, Susan Hampshire—5305 (8-4-65)—Fair comedy for program—English-made  
6611 WILD ANGELS, THE—MD—90m.—(PV; PC)—Peter Fonda, Nancy Sinatra—5417 (7-6-66)—Unpleasant doings of motorcycle gang slanted for teens

TO BE REVIEWED

BANG, BANG YOU'RE DEAD—(C; S)—Tony Randall, Terry Thomas  
DR. GOLDFOOT AND THE GIRL BOMBS—(WS; C)—Vincent Price, Fabian  
FRANKENSTEIN CONQUERS THE WORLD—Nick Adams  
MACABRO—Narrated by Marvin Miller  
TARZAN AND THE VALLEY OF GOLD—(PV; C)—Mike Henry, Nancy Kovack  
TOKYO OLYMPIAD—(C; S)—Documentary  
WAR—ITALIAN STYLE—Buster Keaton  
WHAT'S UP TIGER LILY?—(C; S)—Woody Allen

BUENA VISTA

DISTRIBUTED DURING THE PAST 12 MONTHS

BAMBI—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue  
LT. ROBIN CRUSOE, U.S.N.—C—115m.—(TC)—Dick Van Dyke, Nancy Kwan—5409 (6-8-66)—Disney, Van Dyke special should draw family audience  
MONKEY'S UNCLE, THE—C—87m.—(TC)—Tommy Kirk, Annette, Leon Ames—5305 (8-4-65)—Fair Disney family-type comedy  
THAT DARN CAT—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family  
UGLY DACHSHUND, THE—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from Disney

TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McEnery, Susan Hampshire—English-made  
FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles  
GNOMOBILE, THE—Walter Brennan, Tom Lowell  
HAPPIEST MILLIONAIRE, THE—(TC)—Fred MacMurray, Tommy Steele, Greer Garson  
JUNGLE BOOK, THE—(TC)—Cartoon Feature  
MONKEYS GO HOME—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones  
WILLIE AND THE YANK—Nick Adams, Jack Ging, Peggy Lipton

COLUMBIA

DISTRIBUTED DURING THE PAST 12 MONTHS

65025 APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English  
66006 ARIZONA RAIDERS—W—88m.—(TC; TS)—Audie Murphy, Gloria Talbott—5305 (8-4-65)—Good western entry with color added  
66013 BEDFORD INCIDENT, THE—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark, poignant drama can be sold on many counts  
66008 BRIGAND OF KANDAHAR, THE—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay programmer—English made  
66010 BUNNY LAKE IS MISSING—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exercise in tension and suspense holds interest—Made in England  
66028 BORN FREE—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the family  
66019 CHASE, THE—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama  
EVERY DAY IS A HOLIDAY—CD—76m.—(TC)—Karisol, Angel Peralta—5417 (7-6-66)—Okay programmer—(Spanish-made)  
66005 GREAT SIOUX MASSACRE, THE—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer  
66030 GUNS OF NAVARONE, THE—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)—High rating adventure yarn—Reissue  
66017 HEROES OF TELEMAR, THE—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsen—5349 (12-1-65)—Action packed war adventure should have wide appeal  
66015 KING RAT—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's  
66022 LIFE AT THE TOP—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At The Top"—English-made—(Royal Films Int.)  
66052 LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made  
67001 LOST COMMAND—MD—129m.—(PV; C)—Anthony Quinn, Alain Delon, Michele Morgan—5405 (5-25-66)—Interesting action entry—Filmed abroad  
66012 MAGIC WORLD OF TOPO GIGIO, THE—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)—For the fry—Filmed in Italy; English language  
66009 MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention  
MYSTERY OF THUG ISLAND—MD—96m.—(C)—Guy Madison, Inge Schoner, Peter Van Eyck—5413 (6-22-66)—For lower half—Italian-made  
66029 RIDE BEYOND VENGEANCE—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—Superior adventure drama could be a real sleeper  
66022 SILENCERS, THE—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-spy entry should be big crowd pleaser  
66024 STUDY IN TERROR, A—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sherlock Holmes vs Jack The Ripper fine for mystery fans—English-made  
66018 THAT MAN IN ISTANBUL—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-fast spoof on secret agents will delight audiences—Filmed abroad  
66011 TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad  
THREE ON A COUCH—C—109m.—(PC)—Jerry Lewis, Janet Leigh—5409 (6-8-66)—Jerry Lewis is back  
66027 TROUBLE WITH ANGELS, THE—C—112m.—(PC)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—Fine film for the family with star names to help  
WALK, DON'T RUN—C—117m.—(PV; TC)—Cary Grant, Samantha Eggar, Jim Hutton—5417 (7-6-66)—Cute comedy has names and angles  
66014 WINTER A-GO-GO—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen set  
66016 YOU MUST BE JOKING—C—100m.—Michael Callan, Lionel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import—English-made

COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule  
BIRDS DO IT—(C)—Soupy Sales, Tab Hunter, Doris Dowling  
CASINO ROYALE—(PV; C)—Peter Sellers, David Niven, Ursula Andress  
DEADLY AFFAIR, THE—(C)—James Mason, Simone Signoret, Maximilian Schell  
DIVORCE AMERICAN STYLE—(C)—Dick Van Dyke, Debbie Reynolds, Jason Robards  
ELI KOTCH—(C)—James Coburn, Camilla Sparv, Aldo Ray  
ENTER LAUGHING—(C)—Jose Ferrer, Shelley Winters  
FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger  
GEORGY GIRL—James Mason, Lynn Redgrave—English-made  
IT'S WHAT'S HAPPENING—(PV; C)—Anthony Quinn, Martha Hyer  
KISS THE GIRLS AND MAKE THEM DIE—(C)—Michael Connors, Dorothy Provine  
LAST OF THE RENEGADES—(CS; C)—Lex Barker  
LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
LONG RIDE HOME, THE—(PV; C)—Glenn Ford, George Hamilton, Inger Stevens  
MAN CALLED FLINTSTONE, THE—(C)—Cartoon Feature  
MAN FOR ALL SEASONS, A—(C)—Paul Scofield, Wendy Hiller—English-made  
MIDSUMMER NIGHT'S DREAM, A—(PV; C)—New York City Ballet Company  
NIGHT OF THE GENERALS, THE—(PV; C)—Peter O'Toole, Omar Sharif  
PROFESSIONALS, THE—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale  
RAGE, THE—(TC)—Glenn Ford, Stella Stevens  
TAMING OF THE SHREW, THE—(PV; C)—Richard Burton, Elizabeth Taylor



TO SIR, WITH LOVE—(C)—Sidney Poitier, Suzy Kendall—English-made  
TRAITOR'S GATE—Gary Raymond, Catherina VonSchell—English-made  
WHO'S MINDING THE MINT?—Jim Hutton, Dorothy Provine, Milton Berle  
WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made

## CONTINENTAL (WALTER READE-STERLING, INC.)

CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made  
DR. WHO AND THE DALEKS—MD—85m.—(TC; TS)—Peter Cushing, Roy Castle—5405 (5-25-66)—Well made import could trigger popular series—English-made  
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—Study of the modern world's Stone age people—Foreign-made  
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good science fiction entry—Japanese-made; dubbed in English  
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—Effective, simple religious offering for selective audiences—Italian-made; English titles  
GULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C) Produced by Hiroshi Okawa—5398 (5-11-66)—Good for kiddies and family trade—Japanese-made; English dialogue  
GYPSY GIRL—D—102m.—(C)—Hayley Mills, Ian McShane—5413 (6-22-66)—Effective art house entry—English-made  
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-13-66)—Moderately interesting import—French-made; English titles  
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art spots—Japanese-made; English titles  
McGUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-made meller may have heavy going in U.S.—English-made  
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may help moderately entertaining import—Filmed in Italy—English language  
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)—Hard-hitting thriller about British underworld—English-made  
WALK IN THE SHADOW—D—93m.—Michael Craig, Janet Munro, Patrick McGoohan—5373 (2-16-66)—Effective drama—English-made

### COMING

COMEDY MAN, THE—Kenneth More, Cecil Parker  
OMICRON—Renato: Salvatori  
LOLLIPOP COVER—Don Gordon  
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made  
WORLD'S GREATEST SWINDLES—International Cast

## EMBASSY

- 604 BILLY THE KID VS DRACULA—W—72m.—(PC)—Chuck Courtney, John Carradine, Melinda Plowman—5409 (6-8-66)—Novel western is exploitable  
509 CASANOVA '70—C—113m.—(C)—Marcello Mastroianni, Virna Lisi—5305 (8-4-65)—Fun and romance Italian style Italian-made; English titles  
CAT, THE—MD—87m.—(PC)—Roger Perry, Peggy Ann Garner, Barry Coe, Dwayne Redlin—5418 (7-6-66)—Good programmer  
511 DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—English-made  
DAYDREAMER, THE—NOV.—101m.—(EC: Animagic)—Paul O'Keefe, Jack Gilford, Hayley Mills—5418 (7-6-66)—Good entry for families and juveniles  
610 EYE FOR AN EYE, AN—W—92m.—(PC)—Robert Lansing, Slim Pickens, Gloria Talbott—5409 (6-8-66)—Okay western for the program  
512 GIT!—D—92m.—(TC)—Jack Chaplain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences  
505 ITALIANO BRAVA GENTE—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—Filmed abroad; English titles  
605 JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—W—82m.—(PC)—John Lupton, Cal Bolder, Narda Onyx—5410 (6-8-66)—Novel western is exploitable  
651 JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC.—87m.—(Partly in color)—Narrated by Gregory Peck—5385 (3-30-66)  
504 LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for program—Filmed abroad; dubbed in English  
MAIN CHANCE, THE—MD—60m.—Gregoire Aslan, Tracy Reed, Edward De Souza—5413 (6-22-66)—Fair for supporting slot—English-made  
MAN CALLED ADAM, A—DMU—102m.—Sammy Davis, Jr., Louis Armstrong, Cicely Tyson—5418 (7-6-66)—Downbeat tale of Negro musicians has some angles  
602 OSCAR, THE—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good, adult drama of a Hollywood heel  
601 2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)—Spoof of spies offers cute entertainment—English-made  
514 10TH VICTIM, THE—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat import offers different kind of entertainment—Italian-made; English titles and dialogue  
TRAMPLERS, THE—W—105m.—Joseph Cotten, Gordon Scott, James Mitchum, Maria Occhini—5419 (7-6-66)—Okay western—Made in Italy  
513 VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335 (10-20-65)—Good programmer aimed at teens

### COMING

CAPER OF THE GOLDEN BULLS, THE—(PV; C)—Stephen Boyd, Yvette Mimieux  
IDOL, THE—Jennifer Jones, John Leyton—English-Made  
JACK FROST—(C)—Natalya Sedikh—Soviet-made  
MAD MONSTER PARTY—(Animagic) Boris Karloff  
O.S.S. 119 MISSION FOR A KILLER—(CS)—Frederick Stafford—French-made  
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer  
PISTOL FOR RINGO—(C)—Montgomery Wood—Italian-made  
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch  
ROMEO AND JULIET—(C)—Margot Fonteyn, Rudolf Nureyev—English-made  
SECRET OF MAGIC ISLAND, THE—(C)—All Animal Cast—French-made  
SHOOT LOUD, LOUDER, I DON'T UNDERSTAND—(C)—Marcello Mastroianni—Italian-made  
SPY WITH A COLD NOSE—Lawrence Harvey, Daliah Lavi, Lionel Jeffries  
TERRORNAUTS, THE—(C)—Simon Oates, Zena Marshall  
THIRD BEST SECRET AGENT, THE—(C)—Tom Adams—English-made  
WACKY WORLD OF MOTHER GOOSE—(PC)—Fairy Tale

## MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6607 ALPHABET MURDERS, THE—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-it for the program—English-made  
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest  
6505 CINCINNATI KID, THE—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)—Well cast and produced drama will need sales push to offset relatively limited appeal of theme  
DOCTOR ZHIVAGO—D—197m.—(PV; MC)—Omar Shariff, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High rating entertainment—Filmed abroad  
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—Entertaining comedy romance  
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parlsy—5325 (9-22-65)—Neat adventure import—French-made; English titles  
6606 HARUM SCARUM—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof helped by Presley draw  
6609 HILL, THE—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grim drama of life in a military prison—English-made  
6618 HOLD ON—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's Hermits  
LADY L—C—107m.—(PV; EC)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has angles and names  
6608 LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert Youngson compilation of old comedies provides laughs  
6603 LOVED ONE, THE—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-beat satire for selective audiences

Escape By Night ..... A2 AA  
Evening With The Royal Ballet,  
An ..... A1 For.  
Every Day Is A Holiday ..... Col.  
Eye for An Eye, An ..... A2 Emb.

### F

- Fantastic Voyage ..... Fox
- Fantomas ..... A1 For.
- Fahrenheit 451 ..... U
- Faster Pussycat, Kill, Kill ..... Misc.
- Father Of A Soldier ..... For.
- 52 Miles To Terror ..... MGM
- Fighting Prince of Donegal, The .. BV
- Fine Madness, A ..... B WB
- Finger On the Trigger ..... AA
- Fireball 500 ..... AIP
- Flame and the Fire ..... A4 Cont.
- Flight Of The Phoenix, The ..... A1 Fox
- Follow Me, Boys ..... BV
- Fortune Cookie, The ..... UA
- Frankenstein Conquers The World .. AIP
- Frankenstein Meets the Space  
Monsters ..... AA
- Frankie and Johnny ..... A2 UA
- Friends of the Family ..... A3 For.
- Frontier Hellcat ..... Col.
- Funeral In Berlin ..... Par.
- Funny Thing Happened On the  
Way To The Forum, A ..... UA

### G

- Gambit ..... U
- Georgy Girl ..... Col.
- Ghidrah, The Three-Headed  
Monster ..... A2 Cont.
- Ghost and Mr. Chicken, The ..... A1 U
- Ghost In the Invisible Bikini ..... A1
- Girl Getters, The ..... A3 AI
- Git! ..... A1 EMB
- Glass Bottom Boat, The ..... A2 MGM
- Gnomobile, The ..... BV
- Gospel According To  
St. Matthew ..... A1 Cont.
- Grand Prix ..... MGM
- Great Sioux Massacre, The .... A2 Col.
- Great Spy Chase, The ..... A3 AI
- Greed In The Sun ..... A3 MGM
- Group, The ..... B UA
- Gulliver's Travels Beyond the Moon Cont.
- Gunfight In Abilene ..... U
- Gunmen Of The Rio Grande ..... AA
- Gunpoint ..... A1 U
- Guns of Navarone, The-Re. .... A1 Col.
- Gypsy Girl ..... Cont.

### H

- Hamlet ..... UA
- Hansel and Gretel ..... A1 For.
- Happiest Millionaire, The ..... BV
- Harper ..... A3 WB
- Harum Scarum ..... A2 MGM
- Hawaii ..... UA
- Help! ..... A1 UA
- Heroes Of Telemark ..... A2 Col.
- Hill, The ..... A4 MGM
- Hold On! ..... A1 MGM
- Hombre ..... Fox
- Honey Pot, The ..... UA
- Hotel ..... WB
- Hotel Paradiso ..... A3 MGM
- How Not To Rob A Department  
Store ..... For.
- How To Steal A Million ..... Fox
- How To Succeed In Business  
Without Really Trying ..... UA
- Human Duplicators ..... AA
- Hurry Sundown ..... Par.

### I

- Idol, The ..... A3 Emb.
- Incident At Phantom Hill, The ..... A1 U
- Inside Daisy Clover ..... A3 WB
- Is Paris Burning? ..... Par.
- Italiano Brava Gente ..... A3 EMB
- It's What's Happening ..... Col.

### J

- Jack Frost ..... EMB
- Jesse James Meets Frankenstein's  
Daughter ..... A2 Emb.
- John F. Kennedy: Years of  
Lightning, Day of Drums ... A1 Emb.
- Johnny Nobody ..... A2 For.
- Johnny Reno ..... A2 Par.
- Johnny Tiger ..... A3 U
- Judex ..... A2 Cont.



Judith ..... A2 Par.  
Juliet of the Spirits ..... A4 For.  
●Jungle Book, The ..... BV

## K

●Kaleidoscope ..... WB  
Khartoum ..... A1 UA  
Kid Rodelo ..... A2 Par.  
King And Country ..... A3 AIP  
King Kong Vs Godzilla-Re. .... A1 U  
●King of Hearts, The ..... UA  
King Rat ..... A3 Col.  
●Kiss the Girls and Make Them Die..Col.  
Knockout ..... Misc.  
Kwaidan ..... A2 Cont.

## L

La Boheme ..... A2 WB  
La Dolce Vita-Re ..... A4 AIP  
Lady L ..... B MGM  
La Fuga ..... C For.  
Las Vegas Hillbillies ..... A1 Misc.  
●Last of the Renegades ..... Col.  
Last of the Secret Agents, The .. B Par.  
Laurel and Hardy's Laughing 20's  
..... A1 MGM  
Leather Boys, The ..... A3 AA  
Lemonade Joe ..... AA  
●Let's Kill Uncle ..... A2 U  
Lt. Robin Crusoe, U.S.N. .... A1 BV  
Life At The Top ..... A4 Col.  
●Liquidator, The ..... A3 MGM  
Little Nuns, The ..... A1 Emb.  
Little Ones, The ..... A2 Col.  
●Little Prince And The  
Eight-Headed Dragon, The ..... Col.  
Living It Up-Re ..... A1 Par.  
Lollipop ..... For.  
●Lollipop Cover ..... A2 Cont.  
●Long Ride Home, The ..... Col.  
Lord Love A Duck ..... A4 UA  
Lost Command, The ..... A3 Col.  
Love And Kisses ..... A2 U  
Loved One, The ..... B MGM

## M

●Macabro ..... AIP  
Mad Executioners, The ..... A2 Par.  
●Mad Monster Party ..... EMB  
Madame X ..... A3 U  
Made In Paris ..... A3 MGM  
●Magic Weaver, The ..... A1 AA  
Magic World of Topo Gigio, The A1 Col.  
Main Chance, The ..... Emb.  
Male Companion ..... A3 For.  
●Man And A Woman, A ..... AA  
Man Called Adam, A ..... A3 Emb.  
●Man Called Flintstone, The ..... Col.  
Man Could Get Killed, A ..... A2 U  
●Man For All Seasons, A ..... Col.  
Mandrags ..... C For.  
●Marco, The Magnificent ..... MGM  
Marriage On The Rocks ..... B WB  
●Matchless ..... UA  
Maya ..... A1 MGM  
McGuire, Go Home ..... Cont.  
Merry Wives of Windsor, The .. A2 For.  
Mickey One ..... A3 Col.  
●Midsummer Night's Dream, A ..... Col.  
●Mister Buddwing ..... A3 MGM  
Modesty Blaise ..... A3 Fox  
Moment to Moment ..... A3 U  
●Monkeys Go Home ..... BV  
Monkey's Uncle, The ..... A1 BV  
Money Trap, The ..... B MGM  
Moonwolf ..... AA  
Morgan ..... A3 For.  
Mozambique ..... B For.  
Munster Go Home ..... A1 U  
Murder Game, The ..... Fox  
Murder In Mississippi ..... Misc.  
Murieta ..... A1 WB  
Mutiny In Outer Space ..... AA  
My Fair Lady ..... A1 WB  
Mystery of Thug Island, The ... A2 Col.

## N

Naked Prey, The ..... A3 Par.  
●Namu, The Killer Whale ..... UA  
Nanny, The ..... A3 Fox  
Nevada Smith ..... A3 Par.  
Never Too Late ..... A3 WB  
●Night of the Generals, The ..... Col.  
Night of The Grizzly ..... A1 Par.  
●Nightmare Castle ..... AA  
North By Northwest-Re ..... A3 MGM  
●Not With My Wife, You Don't .... WB

## O

●Oh Dad, Poor Dad, Mama's  
Hung You In the Closet and  
I'm Feeling So Sad ..... Par.

6613 MADE IN PARIS—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertain-  
ing tale of romance, high fashion  
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audi-  
ences and children—Made in India  
6612 MONEY TRAP, THE—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—  
Fine cast boosts taut drama of crooked cops  
6619 NORTH BY NORTHWEST—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High  
rating, entertaining Hitchcock entry—Reissue  
6602 ONCE A THIEF—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a  
loser  
6616 PATCH OF BLUE, A—105m.—(PV)—Sidney Poller, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with  
exquisite taste and sure to please discriminating audiences  
6604 SECRET OF MY SUCCESS, THE—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)  
—Cute comedy—Filmed abroad  
6623 SECRET SEVEN, THE—MD—94m.—(TS; EC)—Tony Russel, Helga Lline—5394 (4-27-66)—Plenty of action for the  
program—Italian-made  
6511 SEVEN WOMEN—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission  
trouble in China has angles and interest  
6617 SINGING NUN, THE—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)  
—Warm, tuneful combination of religion and music  
6621 SON OF A GUNFIGHTER—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)  
—Satisfactory western meller for the action program  
6620 SPY WITH MY FACE, THE—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—  
Video hero in action on big screen  
6622 TIKO AND THE SHARK—NOV—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type  
audiences; art houses—Filmed in French Polynesia  
6624 TO TRAP A SPY—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends  
upon tv's "Man From U.N.C.L.E." popularity  
6615 WHERE THE SPIES ARE—MD—110m.—(PV; MC)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adven-  
ture thriller—Filmed abroad  
6610 WHEN THE BOYS MEET THE GIRLS—MU—110m.—(PV; MC)—Connie Francis, Harve Presnell, Herman's Hermits—  
5351 (12-1-65)—Lightweight musical with appeal for younger set

## COMING

BIGGEST BUNDLE OF THEM ALL, THE—(PV; C)—Robert Wagner, Raquel Welch  
BLOW-UP, THE—(C)—Vanessa Redgrave, David Hemmings—English-made  
DANGEROUS DAYS OF KIOWA JONES—Robert Horton, Diane Baker, Sal Mineo  
DIRTY DOZEN, THE—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker  
52 MILES TO TERROR—Dana Andrews, Jeanne Crain  
GRAND PRIX—(C)—James Garner, Yves Montand  
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida  
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
MARCO, THE MAGNIFICENT—Omar Shariff, Orson Welles  
MISTER BUDDWING—James Garner, Jean Simmons, Suzanne Pleshette  
PENELOPE—(PV; MC)—Natalie Wood, Dick Shawn, Peter Falk  
RETURN OF THE GUNFIGHTER—(WS; C)—Robert Taylor, Anna Martin  
SPINOUT—(MC; PV)—Elvis Presley  
13—Deborah Kerr, David Niven  
THIS WAY OUT, PLEASE—(PV; MC)—Sandra Dee, George Hamilton, Celeste Holm  
THREE BITES OF THE APPLE—(PV; C)—David McCallum, Sylva Koscina  
2001—A SPACE ODYSSEY—(SP; C)—Gary Lockwood, Keir Dullea  
25TH HOUR, THE—(C)—Anthony Quinn, Virna Lisi  
VAMPIRE KILLERS, THE—(C)—Sharon Tate, Jack MacGowran  
VENETIAN AFFAIR, THE—(MC; PV)—Robert Vaughn, Elke Sommer

## PARAMOUNT

### DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 ALL THE WAY (THE JOKER IS WILD)—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394 (4-27-66)—Joe  
E. Lewis biography is entertaining—Reissue  
6519 APACHE UPRISING—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western  
bolstered by cast of old friends  
6533 ASSAULT ON A QUEEN—MD—106m.—(TC; PV)—Frank Sinatra, Virna Lisi, Tony Franciosa—5414 (6-22-66)—Entry  
has angles that can sell well  
6515 BEACH BALL—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5330 (10-6-65)—Okay entry for teen set  
R6529 BELLBOY, THE—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue  
6508 BOEING, BOEING—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers in  
furious frolic about sex.  
R6505 BREAKFAST AT TIFFANY'S—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of so-  
phisticated entry is best for big city spots  
R6535 COME BLOW YOUR HORN—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very  
funny comedy should roll to top returns—Reissue  
6523 JOHNNY RENO—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has  
"names to help"  
6520 JUDITH—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of  
early days of Israel and some of its people—Filmed in Israel  
6518 KID RODELO—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama  
okay for program—Filmed abroad  
6527 LAST OF THE SECRET AGENTS, THE?—C—90m.—(TC)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—  
Generally amusing comedy  
R6502 LIVING IT UP—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy  
reissue  
6516 MAD EXECUTIONERS, THE—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to  
carry lower half—Foreign-made dubbed in English  
6525 NAKED PREY, THE—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry con-  
tains fine photography, plenty of action  
6532 NEVADA SMITH—W—128m.—(PV; C)—Steve McQueen, Karl Malden, Suzanne Pleshette—5410 (6-8-66)—Good  
western has names and action  
6526 NIGHT OF THE GRIZZLY, THE—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-  
66)—Good adventure film  
R6537 ONE-EYED JACKS—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive  
western—Reissue  
6531 PARADISE, HAWAIIAN STYLE—MU—91m.—(TC)—Elvis Presley, Suzanna Leigh—5410 (6-8-66)—Presley sings  
again  
R6501 PARDNERS—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western  
spoof has names, laughs and music  
6504 PROMISE HER ANYTHING—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany  
way-out farce with appeal for young adults—English-made  
6530 PSYCHOPATH, THE—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interest-  
ing thriller—Filmed abroad  
6507 RED LINE 7000—MD—110m.—(TC)—Gail Hire, James Ward—5343 (11-3-65)—Auto race grinder offers kicks for  
teens, immature adults  
6510 REVENGE OF THE GLADIATORS—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for  
program—Filmed abroad; dubbed in English  
R6506 SABRINA—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue  
6514 SANDS OF THE KALAHARI—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (11-3-65)  
—Effective drama of human savagery in the struggle for survival—Made in Africa  
6511 SEVEN SLAVES AGAINST THE WORLD—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids  
and action fans—Italian-made; dubbed in English  
R6522 SHANE—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor clas-  
sic—Reissue  
6503 SITUATION HOPELESS—BUT NOT SERIOUS—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330  
(10-6-65)—Entertaining entry—Filmed abroad  
6513 SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed  
abroad  
6517 SLENDER THREAD, THE—D—98m.—Sidney Poller, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller  
Very good big scale western  
6509 SPY WHO CAME IN FROM THE COLD, THE—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interest-  
ing filmization of best seller—Filmed abroad  
R6524 TEN COMMANDMENTS, THE—D—219m.—(VV; TC)—Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—  
One of the top entertainments of all time—Reissue  
6534 THIS PROPERTY IS CONDEMNED—D—110m.—(TC)—Natalie Wood, Robert Redford, Kate Reid—5414 (6-22-66)—  
Steamy Tennessee Williams story of the south  
R6528 VISIT TO A SMALL PLANET—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue



## COMING

**ALFIE**—(TS; TC)—Michael Calne, Shelley Winters—English-made  
**DEADLY BEES, THE**—(TC)—Suzanne Leigh, Frank Finlay—English-made  
**EL DORADO**—(TC)—John Wayne, Robert Mitchum, Michele Carey  
**FUNERAL IN BERLIN**—(C)—Michael Calne, Eva Renzi  
**HURRY SUNDOWN**—Michael Caine, Jane Fonda  
**IS PARIS BURNING?**—(PV)—Kirk Douglas, Leslie Caron  
**OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD**—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters  
**RED TOMAHAWK**—(TC)—Howard Keel, Joan Caulfield  
**SECONDS**—Rock Hudson, Salome Jens  
**SPIRIT IS WILLING, THE**—(TC)—Sid Caesar, Vera Miles, Cass Daley  
**SWINGER, THE**—(TC)—Tony Franciosa, Ann-Margaret  
**WACO**—(TC)—Howard Keel, Jane Russell  
**WARNING SHOT**—(TC)—David Janssen, Eleanor Parker  
**VULTURE, THE**—(TC)—Robert Hutton, Broderick Crawford, Diane Clare  
**YOU JUST KILL ME**—(PV)—Tony Curtis, Rosanna Schiaffino

## 20TH CENTURY-FOX

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 **AGONY AND THE ECSTASY, THE**—D—123m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works  
**BLUE MAX, THE**—D—156m.—(CS; DC)—George Peppard, James Mason, Ursula Andress—5414 (6-22-66)—Highly interesting adventure  
527 **CAVERN, THE**—D—83m.—John Saxon, Brian Aherne, Roseanna Schiaffino—5346 (11-17-65)—Fair war programmer—Filmed abroad  
517 **CURSE OF THE FLY, THE**—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made  
518 **DEVILS OF DARKNESS**—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad  
530 **DO NOT DISTURB**—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner  
604 **DRACULA—PRINCE OF DARKNESS**—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made  
602 **FLIGHT OF THE PHOENIX, THE**—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama  
**HOW TO STEAL A MILLION**—C—127m.—(PV; DC)—Audrey Hepburn, Peter O'Toole, Hugh Griffith—5419 (7-6-66)—Fine comedy is lively entertainment  
611 **MODESTY BLAISE**—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made  
**MURDER GAME, THE**—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made  
526 **NANNY, THE**—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made  
601 **OUR MAN FLINT**—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines  
605 **PLAGUE OF THE ZOMBIES, THE**—MD\*—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made  
608 **RASPUTIN—THE MAD MONK**—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made  
609 **REPTILE, THE**—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made  
529 **RETURN OF MR. MOTO, THE**—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry  
523 **REWARD, THE**—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mieux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama  
555 **SOUND OF MUSIC, THE**—MU—174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
528 **SPACEFLIGHT IC-1**—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England  
**STAGECOACH**—OD—114m.—(CS; DC)—Ann-Margret, Red Buttons, Michael Connors—5406 (5-25-66)—Interesting, oft-times absorbing western  
**WEEKEND AT DUNKIRK**—D—101m.—(Franscope; DC)—Jean-Paul Belmondo, Catherine Spaak—5406 (5-25-66)—Okay import—Filmed abroad; dubbed in English  
**WILD ON THE BEACH**—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-66)—Mild Rock 'N' Roll entry for program

## COMING

**BATMAN**—(WS; C)—Adam West, Burt Ward, Cesar Romero  
**BIBLE, THE**—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston  
**CAPRICE**—(CS; DC)—Doris Day, Richard Harris, Ray Walston  
**CONVICT STAGE**—Harry Lauter, Donald Barry  
**DEVIL'S OWN, THE**—(WS; C)—Joan Fontaine, Alec McGowen—English-made  
**EL GRECO**—(C)—Mel Ferrer, Rosanna Schiaffino  
**FANTASTIC VOYAGE**—(CS; DC)—Stephen Boyd, Edmond O'Brien  
**HOMBRE**—(PV; C)—Paul Newman, Diane Cilento  
**ONE MILLION YEARS B. C.**—(CS; DC)—John Richardson, Raquel Welch  
**PREHISTORIC WOMEN**—(CS, C)—Martine Beswick, Michael Latimer—English-made  
**SAND PEBBLES, THE**—(Todd-Ao; DC)—Steven McQueen, Candice Bergen, Richard Attenborough  
**SMOKY**—(C)—Fess Parker, Diana Hyland  
**TWO FOR THE ROAD**—(C)—Audrey Hepburn, Albert Finney  
**VIKING QUEEN, THE**—(WS; C)—Carita, Don Murray  
**WAY, WAY OUT**—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 **BILLIE**—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw  
6611 **BOY, DID I GET A WRONG NUMBER**—C—99m.—(DC)—Bob Hope, Elke Sommer, Phyllis Diller—5411 (6-8-66)—Moderately amusing nonsense in the Hope style—Small  
6606 **CAST A GIANT SHADOW**—MD—136m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action  
6608 **DON'T WORRY, WE'LL THINK OF A TITLE**—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-66)—Comedy will have to depend on names—Schenck  
6609 **DUEL AT DIABLO**—W—103m.—(DC)—James Garner, Sidney Poitier, Bibi Andersson—5406 (5-25-66)—Effective action entry of cavalry vs Apaches  
6605 **FRANKIE AND JOHNNY**—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small  
6604 **GROUP, THE**—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman  
6607 **HAMLET**—D—148m.—Innokenti Smoktunovskiy—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles  
6513 **HELP!**—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad  
6610 **KHARTOUM**—AD—134m.—(TC; Ultra-PV Presented in Cinerama)—Charlton Heston, Laurence Olivier—5415 (6-22-66)—Interesting, well-made screen adventure on giant scale—Filmed abroad  
6602 **LORD LOVE A DUCK**—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston  
6504 **RAGE TO LIVE, A**—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch  
6515 **RETURN FROM THE ASHES**—D—105m.—(PV)—Maxmillian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-20-65)—Intriguing drama—Filmed abroad—Mirisch  
6612 **RUSSIANS ARE COMING, THE RUSSIANS ARE COMING, THE**—C—126m.—(PV; DC)—Carl Reiner, Eva Marie Saint, Alan Arkin—5407 (5-25-66)—A very funny film  
6601 **THOUSAND CLOWNS, A**—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of stage play—Harrell  
6517 **THUNDERBALL**—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman  
6603 **VIVA MARIA**—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs  
**WHAT DID YOU DO IN THE WAR DADDY?**—C—116m.—(PV; DC)—James Coburn, Dick Shawn, Giovanni Ralli—5419 (7-6-66)—Featherweight nonsense among the military—Mirisch

●Oh! Those Most Secret Agents AA  
●Omicron Cont.  
Once A Thief A3 MGM  
●Once Upon An Island AA  
One-Eyed Jacks-Re. A3 Para.  
●One Million Years B. C. Fox  
Operation C.I.A. A2 AA  
Oscar, The B EMB  
Othello A2 WB  
●O.S.S. 117—Mission For A Killer EMB  
Our Man Flint B Fox  
Out of Sight A2 U

## P

●Pad, The A3 U  
Paradise, Hawaiian Style A1 Par.  
Partners-Re A1 Par.  
Party's Over, The AA  
Patch of Blue, A A3 MGM  
●Penelope MGM  
●Picture Mommy Dead Emb.  
Pinocchio In Outer Space A1 U  
●Pistol For Ringo EMB  
●Place Called Glory, A A2 EMB  
Plague of the Zombies, The A2 Fox  
Planet of the Vampires, The A2 A1  
Playground, The Misc.  
●Prehistoric Women Fox  
●Professionals, The Col.  
Promise Her Anything A3 Par.  
Psychopath, The A2 Par.  
Pussycat Alley For.

## Q

Queen of Blood A1 A1

## R

Racing Fever B AA  
●Rage, The Col.  
Rage To Live, A A3 UA  
Rare Breed, The A1 U  
Ravagers, The For.  
Rasputin—The Mad Monk B Fox  
Red Line 7000 B Par.  
●Red Tomahawk Par.  
Reptile, The A2 Fox  
Return From The Ashes A3 UA  
Return of Mr. Moto B Fox  
●Return Of The Gunfighter MGM  
●Return of the Seven UA  
Revenge of The Gladiators, The A2 Par.  
Reward, The A2 Fox  
Ride Beyond, Vengeance A3 Col.  
●River of Dollars, A UA  
●Romeo and Juliet EMB  
Russians Are Coming, The A1 UA

## S

Sabrina-Re B Par.  
●Sailor From Gibraltar UA  
●Sand Pebbles, The Fox  
Sands of Beersheba AIP  
Sandra For.  
Sands of The Kalahari A3 Par.  
●Scandal, The U  
2nd Best Secret Agent In The  
Whole Wide World A3 EMB  
●Seconds B Par.  
Secret Agent Fireball A2 A1  
Secret Agent Super Dragon For.  
●Secret Of Magic Island Emb.  
Secret Of My Success, The A2 MGM  
Secret Seven, The A1 MGM  
Sergeant Deadhead A3 A1  
Seven Slaves Against The World A2 Par.  
Seven Women B MGM  
●Shakespeare Wallah A3 Cont.  
Shane-Re A2 Par.  
Shepherd Girl, The For.  
Shop on Main Street, The A3 For.  
●Shoot Loud, Louder,  
I Don't Understand EMB  
Silencers, The B Col.  
Singing Nun, The A1 MGM  
Situation Hopeless But  
Not Serious A2 Par.  
Skull, The A2 Par.  
Sleeping Beauty, The A1 For.  
Sleeping Car Murder, The B For.  
Slender Thread, The A2 Par.  
●Smoky Fox.  
Son Of A Gunfighter A1 MGM  
Sound Of Music, The A1 Fox  
●Southwest To Sonora U  
Space Flight IC-1 B Fox  
●Spinout MGM  
●Spirit Is Willing, The Par.  
Spy In Your Eye A2 A1  
Spy Who Came In From The  
Cold, The A3 Par.  
●Spy With A Cold Nose EMB.  
Spy With My Face, The B MGM  
Stagecoach A2 Fox.



Stop the World—I Want To  
Get Off ..... A3 WB  
Study In Terror, A ..... Col.  
Sucker, The ..... A3 For.  
Swedish Wedding Night ..... C For.  
Sweet Light In A Dark Room ..... For.  
Swinger, The ..... Par.  
Swinger's Paradise ..... A1 A1

T

Taffy And The Jungle Hunter .. A1 AA  
●Taming of the Shrew, The ..... Col.  
●Tarzan and the Valley of Gold .. A1 AIP  
Take It All ..... C For.  
Ten Commandments, The-Re ... A1 Par.  
Ten Little Indians ..... A3 For.  
●10:30 P.M. SUMMER ..... UA  
Tenth Victim, The ..... B Emb.  
Terror In The City ..... A3 AA  
●Terronauts, The ..... Emb.  
●Texas Across The River ..... U  
That Darn Cat ..... A1 BV  
That Funny Feeling ..... A2 U  
That Man In Istanbul ..... A3 Col.  
●Third Best Secret Agent, The ... Emb.  
●13 ..... MGM  
This Property Is Condemned .... B Par.  
●This Way Out, Please ..... MGM  
●Thoroughly Modern Mille ..... U  
Thousand Clowns, A ..... A3 UA  
●Three Blites of the Apple ..... MGM  
Three On A Couch ..... A3 Col.  
Thunderball ..... A3 UA  
Tiko and the Shark ..... A1 MGM  
Time Of Indifference ..... B Cont.  
●To Sir, With Love ..... Col.  
To Trap A Spy ..... A3 MGM  
●Tobruk ..... U  
●Tokyo Olympiad ..... AIP  
Tomb Of Torture ..... For.  
●Torn Curtain ..... U  
●Tralor's Gate ..... Col.  
Trampers, The ..... Emb.  
Treasure Of Silver Lake ..... A1 Col.  
●Triple Cross ..... WB  
Trouble With Angels, The ..... A1 Col.  
●2001—A Space Odyssey ..... MGM  
●25th Hour, The ..... MGM  
●Two For The Road ..... Fox

U

Ugly Dachshund, The ..... A1 BV  
Underworld Informers ..... A2 Cont.  
Up To His Ears ..... A3 For.

V

●Vampire Killers, The ..... MGM  
●Venetian Affair, The ..... MGM  
●Viking Queen, The ..... Fox  
Village Of The Giants ..... B Emb.  
Visit To A Small Planet-Re. .... A2 Par.  
Viva Maria ..... B UA  
●Vulture, The ..... A1 Par.

W

●Waco ..... A2 Par.  
●Wacky World of Mother Goose ... Emb.  
Walk, Don't Run ..... Col.  
Walk In The Shadow ..... A2 Cont.  
War Lord, The ..... A3 U  
●War—Italian Style ..... AIP  
●Warning Shot ..... Par.  
●Way, Way Out ..... Fox  
●Way West, The ..... UA  
Weekend At Dunklrk ..... A3 Fox  
Weird, Wicked World ..... For.  
What Did You Do In The  
War, Daddy? ..... UA  
●What's Up Tiger Lilly? ..... AIP  
When The Boys Meet The Girls A3 MGM  
Where The Spies Are ..... A3 MGM  
●Whisperers, The ..... UA  
●Who's Afraid Of Virginia Woolf? A4 WB  
●Who's Minding The Mint? ..... Col.  
W.I.A. (Wounded In Action) .... For.  
Wild Angels, The ..... AIP  
Wild On The Beach ..... A2 Fox  
Wild, Wild Winter ..... A2 U  
●Willie and the Yank ..... BV  
Winter A-Go-Go ..... A2 Col.  
●World's Greatest Swindles ..... Cont.  
●Wrong, Box, The ..... Col.

Y

Year of the Horse, The ..... Misc.  
●You Just Kill Me ..... Par.  
You Must Be Joking ..... A2 Col.  
Young World, A ..... C For.

COMING

AMBUSH BAY—Hugh O'Brian, Mickey Rooney—Courageous  
AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
DESTRUCTORS, THE—(C)—Richard Egan, John Ericson, Joan Blackman  
DOLLAR A HEAD, A—(EC; TS)—Burt Reynolds, Tanya Lopert  
FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack  
Gilford  
FORTUNE COOKIE, THE—Jack Lemmon, Walter Matthau  
HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch  
HONEY POT, THE—Rex Harrison, Susan Hayward, Maggie Smith—Felman  
HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING—(PV; DC)—Robert Morse, Rudy Vallee—Mirisch  
KING OF HEARTS, THE—(C)—Alan Bates, Jean-Claude Brialy  
MATCHLESS—Patrick O'Neal, Ira Von Furstenberg—DeLaurentis  
NAMU, THE KILLER WHALE—(C)—Robert Lansing  
RETURN OF THE SEVEN—(PV, EC)—Yul Brynner, Robert Fuller—Mirisch  
RIVER OF DOLLARS, A—(TS; TC)—Tom Hunter, Henry Silva  
SAILOR FROM GIBRALTAR—Jeanne Moreau, Ian Bannen  
10:30 P.M. SUMMER—Melina Mercouri, Peter Finch—Woodfall  
WAY WEST, THE—(C)—Kirk Douglas, Robert Mitchum—Hecht  
WHISPERERS, THE—Dame Edith Evans, Eric Portman—Seven Pines

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

6604 AGENT FOR H.A.R.M.—MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-19-66)—Fair  
programmer  
AND NOW MIGUEL—D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry  
for youngsters and family trade  
ARABESQUE—CD—105m.—(TC; PV)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-  
drama has potent cast—Made in England  
BLINDFOLD—CMD—102m.—(PV; TC)—Rock Hudson, Claudia Cardinale, Jack Warden—5407 (5-25-66)—Entertain-  
ing entry mixes mystery and laughs  
6606 BOY CRIED MURDER, THE—D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay  
programmer  
6612 BRIDES OF DRACULA, THE—MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror  
entry—English-made; Reissue  
6525 DARK INTRUDER—MD—59m.—Leslie Nielson, Gilbert Green, Judi Meredith—5306 (8-4-65)—Okay program filler  
6609 GHOST AND MR. CHICKEN, THE—C—90m.—(TC; TS)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute program-  
mer for family trade  
6610 GUNPOINT—W—86m.—(TC)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western  
6608 JOHNNY TIGER—D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for  
good program  
6411 KING KONG VS GODZILLA—MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry  
for program—Japanese-made—Reissue  
6527 LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry  
with angles for teens  
6605 MADAME X—D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is  
great for femmes  
6607 MAN COULD GET KILLED, A—CMD—99m.—(TC; PV)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)  
—Top cast in romantic spy spoof—Filmed abroad  
6601 MOMENT TO MOMENT—D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story  
with involvements could attract femmes  
MUNSTER, GO HOME—C—96m.—(TC)—Fred Gwynne, Yvonne DeCarlo, Al Lewis—5415 (6-22-66)—Television based  
subject should find family and juvenile welcome in theatres  
OUT OF SIGHT—CMU—90m.—(TC, TS)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401  
(5-11-66)—Beach type rock 'n' roller for program  
6528 PINOCCHIO IN OUTER SPACE—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon  
fun entry for Xmas release  
6603 RARE BREED, THE—D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and  
romance mixture offers adequate entertainment  
6523 THAT FUNNY FEELING—C—93m.—(TC)—Sandra Dee, Bobby Darin, Donald O'Connor—5306 (8-4-65)—Amusing  
entry  
6526 WAR LORD, THE—MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—  
Charlton Heston rides, fights and loves again  
6602 WILD, WILD WINTER—CMU—80m.—(TC; TS)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for  
lower half

COMING

BEARDLESS WARRIORS, THE—(C)—James Drury, Steve Carlson  
BEAU GESTE—(TC; TS)—Telly Savalas, Doug McClure, Leslie Nielsen  
COUNTRESS FROM HONG KONG, A—(TC)—Marlon Brando, Sophia Loren  
DEADLIER THAN THE MALE—(TC)—Richard Johnson, Elke Sommer  
FAHRENHEIT 451—(TC)—Julie Christie, Oskar Werner  
GAMBIT—(TC)—Shirley MacLaine, Michael Caine  
GUNFIGHT IN ABILENE—(TC)—Bobby Darin, Leslie Nielsen  
INCIDENT AT PHANTOM HILL, THE—(TC; TS)—Robert Fuller, Jocelyn Lane  
LET'S KILL UNCLE—(TC)—Nigel Green, Mary Badham  
PAD, THE—(TS; TC)—Brian Bedford, Julie Sommars  
SCANDAL, THE—(C)—Anthony Perkins, Yvonne Furneaux  
SOUTHWEST TO SONORA—(TS; TC)—Marlon Brando, John Saxon  
TEXAS ACROSS THE RIVER—(TC)—Dean Martin, Alain Delon, Rosemary Forsyth  
THOROUGHLY MODERN MILLIE—(TC)—Julie Andrews, James Fox  
TOBRUK—(TC)—Rock Hudson, George Peppard, Nigel Green  
TORN CURTAIN—(TC)—Paul Newman, Julie Andrews

WARNER BROS.

DISTRIBUTED DURING THE PAST 12 MONTHS

555 BATTLE OF THE BULGE—D—140m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan  
—5359 (12-29-65)—War film has angles  
559 BIG HAND FOR THE LITTLE LADY, A—C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401  
(5-11-66)—Highly entertaining comedy features virtuoso performances  
560 FINE MADNESS, A—CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce  
will titillate mature audiences  
557 HARPER—MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detec-  
tive yarn  
556 INSIDE DAISY CLOVER—D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view  
of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment  
578 LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and  
culture lovers—Filmed in Italy  
552 MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—En-  
tertaining spoof on marital impasse has names  
479 MY FAIR LADY—MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly Impressive en-  
tertainment headed right for the top  
554 NEVER TOO LATE—C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5344 (11-3-65)—Amus-  
ing filmization  
551 MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hi-  
jinks in early California—Made in Spain  
579 OTHELLO—D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shake-  
speare classic English-made  
558 STOP THE WORLD—I WANT TO GET OFF—MU—98m.—(TC)—Tony Tanner, Millicent MartIn—5391 (4-13-66)—  
Filmed stage musical for selective audiences—English-made  
WHO'S AFRAID OF VIRGINIA WOOLF?—D—129m.—Elizabeth Taylor, Richard Burton—5420 (7-6-66)—Well-made,  
intriguing adult drama headed for top

COMING

AMERICAN DREAM, AN—(TC, WS)—Stuart Whitman, Janet Leigh, Eleanor Parker  
ANY WEDNESDAY—(C)—Jane Fonda, Jason Robards  
CHAMBER OF HORRORS—(TC)—Patrick O'Neal, Suzy Parker  
COVENANT WITH DEATH, A—(C)—George Maharis, Laura Devon  
DEVIL IN LOVE, THE—Vittorio Gassman, Mickey Rooney, Claudine Auger  
HOTEL—(TC)—Rod Taylor, Catherine Spaak, Karl Malden



KALEIDOSCOPE—(WS; C)—Warren Beatty, Susannah York—English-made  
NOT WITH MY WIFE, YOU DON'T—(PV; TC)—Tony Curtis, Virna Lisi  
TRIPLE CROSS—Christopher Plummer, Romy Schneider

## MISCELLANEOUS

ALICE IN WONDERLAND IN PARIS—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-2-66)—Cute cartoon for kiddies—Childhood Productions  
ALL MEN ARE APES—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures  
CINERAMA'S RUSSIAN ADVENTURE—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow  
ENDLESS SUMMER, THE—DOC—95m.—(C)—Produced and narrated by Bruce Brown—5420 (7-6-66)—Surfing entry for special audiences—Bruce Brown c/o AIT  
FASTER, PUSSYCAT, KILL, KILL!—MD—83m.—Tura Satana, Paul Trinka—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve  
KNOCKOUT—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux  
LAS VEGAS HILLBILLYS—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner  
MURDER IN MISSISSIPPI—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme  
PLAYGROUND, THE—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-17-65)—Off-beat experimental drama for arty set—Jerand  
YEAR OF THE HORSE, THE—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

ALPHAVILLE—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-17-65)—Way-out import for way-out art fans—French made; English titles—Pathe Contemporary  
BALLAD OF LOVE, A—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino  
BAND OF OUTSIDERS—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films  
BREMEN TOWN MUSICIANS, THE—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood  
CARRY ON CLEO—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made  
CAVE OF THE LIVING DEAD—MD—87m.—Adrian Hoven, Karin Field—5420 (7-6-66)—Okay horror dualler—Foreign-made; dubbed in English—Trans-Lux  
CLOPPES—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5402 (5-11-66)—Interesting import—French-made; English titles—Int. Classics  
CLOUDS OVER ISRAEL—D—85m.—Yiftach Spector, Dina Doronne—5420 (7-6-66)—Fair Israeli import—Filmed in Israel; English titles—Cornsweet Prod.  
COAST OF SKELETONS—MD—90m.—(TC; TS)—Richard Todd, Dale Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts  
DEAR JOHN—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III  
ENGAGEMENT ITALIANO—CD—85m.—Rossano Brazzi, Annie Girardot—5421 (7-6-66)—Attention holding import—Italian-made; English titles—Sedgeway  
ENOUGH ROPE—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio  
EVENING WITH THE ROYAL BALLET, AN—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III  
FANTOMAS—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert  
FATHER OF A SOLDIER—D—83m.—Sergio Zakhariadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino  
FRIEND OF THE FAMILY—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—5352 (12-1-65)—Import devotees should find this interesting—French-made; English title—International Classics  
HANSEL AND GRETEL—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood  
HOW NOT TO ROB A DEPARTMENT STORE—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Moderately amusing import—French-made; English titles—Artixio  
JOHNNY NOBODY—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion  
JULIET OF THE SPIRITS—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli  
LA FUGA—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics  
LOLLIPOP—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times  
MALE COMPANION—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics  
MANDRAGOLA—CD—100m.—Rosanna Schiaffino, Philippe Leroy—5411 (6-8-66)—Strictly for the art set—Italian-made; English titles—Europix Consolidated  
MERRY WIVES OF WINDSOR, THE—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—Filmed abroad; English language—Sigma III  
MORGAN—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made  
MOZAMBIQUE—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad  
PUSSYCAT ALLEY—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone  
RAVAGERS, THE—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (1-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere  
SANDRA—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.  
SECRET AGENT SUPER DRAGON—MD—95m.—(TC)—Ray Danton, Margaret Lee—5411 (6-8-66)—Colorful, interest-holding spy entry—Filmed abroad—United Screen Arts  
SHOP ON MAIN STREET, THE—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent  
SHEPHERD GIRL, THE—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films  
SLEEPING BEAUTY, THE BALLET—90m.—(TC)—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.  
SLEEPING CAR MURDER, THE—MD—90m.—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting, import—French-made; English titles—Seven Arts  
SUCKER, THE—C—101m.—(C)—Bourvil, Louis de Funes—5421 (7-6-66)—Amusing import—French-made; English titles—Royal Films Int.  
SWEDISH WEDDING—D—96m.—Jarle Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.  
SWEET LIGHT IN A DARK ROOM—D—93m.—Ivan Mistrik, Dana Smutna—5420 (7-6-66)—Interesting import—Czech-made; English titles—Promenade  
TAKE IT ALL (A TOUT PRENDRE)—D—99m.—Johanne, Claude Jutra—5420 (7-6-66)—Artistic jumble—Filmed in Canada; English titles and dialogue—Lopert  
TEN LITTLE INDIANS—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts  
TOMB OF TORTURE—MD—88m.—Annie Albert, Mark Marian—5421 (7-6-66)—Okay horror dualler—English-made; Trans-Lux  
UP TO HIS EARS—C—109m.—(EC)—Jean-Paul Belmondo, Ursula Andress—5423 (7-6-66)—Import is a bit on the "much" side—Filmed abroad; English titles—Lopert  
WEIRD, WICKED WORLD—DOC—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films  
WIA (WOUNDED IN ACTION)—D—87m.—Steve Marlo, Maura McGiveney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myrlad  
YOUNG WORLD, A—D—83m.—Christine Delaroche, Nino Castelnuovo—5415 (6-22-66)—Fair import focusses on the uncertainties of youth—Filmed abroad; English titles—Lopert

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- 31402 Brave Little Tailor
- 31403 Olympic Champ
- 31404 Two Week's Vacation
- 31405 Man's Best Friend
- 31406 Pluto's Sweater
- 31407 Bubble Bee
- 31408 Blame It On The Samba
- 31409 Hook, Lion and Sinker
- 31410 Straight Shooters
- 31411 A Good Time For A Dime
- 31412 The Lone Chipmunks

#### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 139 A Symposium On Popular Songs
- 179 Freewayphobia
- 181 Johnny Appleseed (Reissue)
- Winnie The Pooh

#### LIVE ACTION SPECIALS (TECHNICOLOR)

- 171 Tattooed Police Horse
- 175 Country Coyote Goes Hollywood
- 176 Flash, The Teen-Age Otter

## Columbia

### ONE REEL COLOR SPECIALS

- 65651 (Sept.) Little Boy Bad
- 65652 (Feb.) The Ride

#### COLOR FEATURETTES

- 65441 (Sept.) Amazing New Zealand
- 65442 (Nov.) Wonders Of Miami Beach
- 65443 (Jan.) Fabulous California
- 65444 (June) Wonders of Kentucky

### LOOPY DE LOOP COLOR CARTOONS

- 65701 (Sept.) Trouble Bruin
- 65702 (Oct.) Bear Knuckles
- 65703 (Nov.) Habit Rabbit
- 65704 (Jan.) Horse Shoo
- 65705 (Mar.) Pork Chop Phoeey
- 65706 (Apr.) Crow's Fete
- 65707 (June) Big Mouse Take

#### MR. MAGOO CARTOONS (Re-issues)

- 65752 (Sept.) Magoo's Young Manhood
- 65752 (Oct.) Scoutmaster Magoo
- 65753 (Nov.) Ragtime Bear
- 65754 (Dec.) Explosive Mr. Magoo
- 65755 (Jan.) Spellbound Hound
- 65756 (Feb.) Magoo's Three Point Landing
- 65757 (Mar.) Rock Bound Magoo
- 65758 (Apr.) Magoo's Masquerade

#### COLOR FAVORITES CARTOONS (Re-issues)

- 65601 (Sept.) Animal Cracker Circus
- 65602 (Oct.) Tooth Or Consequences
- 65603 (Nov.) Little Match Girl
- 65604 (Dec.) Man On The Flying Trapeze
- 65605 (Jan.) Glee Worms
- 65606 (Feb.) Fudget's Budget
- 65607 (Mar.) Lo The Poor Buffal
- 65608 (Apr.) Mountain Ears
- 65609 (May) Rocky Road To Ruin
- 65610 (June) Black-Board Review

#### TWO REELERS THE THREE STOOGES (Re-issues)

- 65401 (Sept.) Hoofs and Goofs
- 65402 (Oct.) Muscle Up A Little Closer
- 65403 (Dec.) A Merry Mix-Up
- 65404 (Jan.) Space Ship Sappy
- 65405 (Feb.) Guns A Poppin'
- 65406 (Apr.) Horsing Around
- 65407 (May) Outer Space Jitters

#### WORLD OF SPORTS

- 65501 (Dec.) Champion Stunt Divers
- 65502 (Feb.) Skiing The Andes
- 65503 (Mar.) Thousand Island Aquarama
- 65504 (May) Winged Fury

#### SERIALS (Re-issues)

- 65120 (Sept.) Perils Of The Wilderness
- 65140 (Dec.) The Iron Claw
- 65160 (Dec.) Adventures Of Captain Africa

## Metro-Goldwyn-Mayer

### TOM AND JERRY NEW COLOR CARTOONS

- 4581 Is Their A Doctor In The Mouse
- 4582 Ah Sweet Mouse Story Of Life
- 4583 Haunted Mouse
- 4584 Of Feline Bondage
- 4585 Tom Thump
- 4586 I'm Just Wild About Jerry

#### GOLD MEDAL REPRINTS IN METROCOLOR

- 6761-W Puss 'N' Toots
- 6762-W Polka Dot Puss
- 6763-W Heavenly Puss
- 6764-W Jerry's Diary
- 6765-W Tennis Chumps
- 6766-W Saturday Evening Puss
- 6767-W Texas Tom
- 6768-W Framed Cat
- 6769-W Casanova Cat
- 6770-W Sleepy-Time Tom
- 6771-W His Mouse Friday
- 6772-W Smitten Kitten

## Paramount

### HONEY HALFWITCH

- C25-1 Shoeflies
- C25-2 Baggin' The Dragon
- C25-3 From Nags To Witcher
- C25-4 Trick Or Cheat
- C25-5 The Rocket Racket

### NUDNICK

- N25-1 Here's Nudnick
- N25-2 Drive On, Nudnick
- N25-3 Home Sweet Nudnick
- N25-4 Welcome Nudnick

### POPEYE CHAMPIONS

- E25-1 Parlez Vous Woo
- E25-2 I Don't Scare
- E25-3 Nearlyweds
- E25-4 The Crystal Brawl
- E25-5 Spree Lunch
- E25-6 Job For A Gob
- E25-7 Insect To Injury
- E25-8 Cookin' With Gags

### TRAVEL ADVENTURE

- T25-1 The Longest Bridge
- T25-2 San Francisco
- T25-3 Virginia City

### NOVELTOONS

- P25-1 Tally-Hokum
- P25-2 Op Pop Wham And Bop
- P25-3 Sick Transit

### MODERN MADCAPS

- M25-1 Solitary Refinement
- M25-2 The Outside Dope
- M25-3 Two By Two

## 20th Century-Fox

#### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5501 (Jan.) Gadmouse The Apprentice Good Fairy
- 5502 (Feb.) The Sky's The Limit
- 5503 (Mar.) Freight Fright
- 5504 (Apr.) Don't Spill The Beans
- 5505 (May) Weather Magic
- 5506 (June) Darn Barn
- 5507 (July) Dress Reversal
- 5508 (Aug.) Robots In Toyland
- 5509 (Sept.) Git That Guitar
- 5510 (Oct.) The Thirld Musketeer
- 5511 (Nov.) Twinkle Twinkle, Little Telesar
- 5512 (Dec.) The Toothless Beaver

## United Artists

### PINK PANTHER COLOR CARTOONS

- 6551 (Dec.) Pink Phink
- 6552 (Feb.) Pink Pajamas
- 6553 (Mar.) We Give Pink Stamps
- 6554 Dial 'P' for Pink
- 6555 Sink Pink
- 6556 Pickled Pink
- 6557 Pink Ice
- 6558 Shocking Pink
- 6559 Pinkfinger
- 6560 Pinktail Fly
- 6561 Pink Panzer
- 6562 An Ounce Of Pink
- 6563 Reel Pink
- 6564 Pink Panzer
- 6565 Pink Punch
- 6566 Pink Piston
- 6567 Vitamin Pink

## THE INSPECTOR SERIES (COLOR)

- 6665 The Great DeGaulle Stone Operation
- 6666 Napoleon Blown A Parte
- 6667 Cirrhosis Of The Lovvre
- 6668 Reaux, Reaux, Reaux Your Boat
- 6669 Plastered In Paris
- 6670 Cock-A-Doodle Deux Deux
- 6671 Ape Suzette

### SPECIALS

- 6480 Chagall (3 reels)
- 6470 Beatles Come To Town
- 6471 This Is Jordan (3 reels)
- 6472 Dave Clark Five
- The Rolling Stones
- Land of A Thousand Faces
- The Skaterdater

## Universal

### TWO REEL COLOR SPECIALS

- 4601 Pete's Place
- 4602 Salute To The Tall Ships

### SPECIALS

- 4603 Race For Space And Beyond
- 4604 Football Highlights of 1965
- 4605 Fun At The Zoo (Reissue)

#### COLOR ADVENTURES (One Reel)

- 4671 On The Tee
- 4672 Pitching Wedge
- 4673 Island Splendor
- 4674 The Big Surf
- 4675 Jalopy Jockeys
- 4676 A Pageant Is Born

### WALTER LANTZ COLOR CARTUNES

- 4611 Rough Riding Hood (WW)
- 4612 Foot Brawl
- 4613 Lonesome Ranger (WW)
- 4614 Snow Place Like Home
- 4615 Woody and The Beanstalk (WW)
- 4616 South Pole Pals
- 4617 Hassel In A Castle (WW)
- 4618 Polar Fright
- 4619 Big Bite (WW)
- 4620 Astronut Woody (WW)
- 4621 Teeny Weeny Meany
- 4622 Practical Yoke (WW)
- 4623 Monster of Ceremonies (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 4701 (Oct.) Boulder Dam
- 4702 (Sept.) Tired and Feathered
- 4703 (Oct.) Chri Corn Corny
- 4704 (Oct.) Just Plane Beep
- 4705 (Nov.) Haired and Hurried
- 4706 (Nov.) Go-Go Amigo
- 4707 (Dec.) Highway Runnery
- 4708 (Dec.) Chaser on the Rocks
- 4709 (Jan.) Astroduck
- 4710 (Jan.) Shot and Bothered
- 4711 (Jan.) Out and Out Rout
- 4712 (Feb.) Mucho Locos
- 4713 (Feb.) Solid Tin Coyote
- 4714 (Feb.) Mexican Mousepiece
- 4715 (Mar.) Clippety Clobbered
- 4716 (Mar.) Daffy Rents
- 4717 (Apr.) A Haunting We Will Go
- 4718 (May) Snow Excuse
- 4719 (July) A Squeak in the Deep
- 4720 (Aug) Feather Finger

#### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 4301 (Sept.) What's Opera Doc?
- 4302 (Nov.) Wideo Wabbit
- 4303 (Dec.) Snow Business
- 4304 (Feb) Now Hare This
- 4305 (Mar) Knighty Knight Bugs
- 4306 (May) Gift Wrapped
- 4307 (June) Piker's Peak

#### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) ONE-REEL

- 4501 (Sept.) Metropolis In Miniature
- 4502 (Oct.) A Country Reborn
- 4503 (Mar.) Just For Sport
- 4504 (Apr.) Carnival In Rio
- 4505 (June) Fiesta For Sports
- 4506 (July) Ride A White Horse

### TWO REELS

- 4001 (Jan.) Strangers In the Lighthouse
- 4002 (Apr.) The Golden Tomorrow
- 4003 (Apr.) East Is East
- 4004 (May) Mississippi Traveler



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Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown an original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

\*A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGERS AND ASSISTANTS needed by General Cinema Corp. for new indoor theatres in Columbus. Excellent opportunity. Send resume to: 5390 NORTH-FIELD ROAD, Maple Heights, Ohio 44137. (713)

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Address all  
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**The A-MAN Corner**

{ Motion Picture Exhibitor  
{ 317 N. Broad St., Phila., Pa. 19107





"I tell you, Bubbles, if it wasn't for that sexy shape, that smooth skin and those long legs, she'd look just like us!"



**MOTION PICTURE**

# EXHIBITOR

**JULY 20, 1966**

Volume 75

Number 24

IN THREE SECTIONS

THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER MARCH 3, 1966, AT THE POST OFFICE AT LANCASTER, PA., UNDER THE ACT OF MARCH 3, 1879



## **NATO Convention To Hear Valenti**

(See Page 8)

## **Media Hungry For Film News**

(See Page 14)

Director William Wyler (seen with 20th-Fox president Darryl F. Zanuck) discusses his latest film and his first comedy in 12 years, "How To Steal A Million." Wyler has won Oscars for "Ben Hur," "Mrs. Miniver," and "Best Years Of Our Lives," as well as eight nominations.

**"NOT FIT TO READ" . . . see editorial—page 6**



**In situation after situation  
weeks were followed by equa  
In all respects, it is a motion**

|                              |                        |             |
|------------------------------|------------------------|-------------|
| Astor, Boston .....          | 1st wk. (incl. July 4) | \$48,684.00 |
|                              | 2nd wk.                | 42,072.00   |
| Albee, Cincinnati .....      | 1st wk. (incl. July 4) | 32,534.00   |
|                              | 2nd wk.                | 18,870.00   |
| Oakley Drive-In, Cincinnati  | 1st wk.                | 17,509.00   |
| Palace, Columbus .....       | 1st wk. (incl. July 4) | 27,983.00   |
|                              | 2nd wk.                | 24,173.00   |
| Riverside, Cleveland .....   | 1st wk. (incl. July 4) | 15,578.00   |
|                              | 2nd wk.                | 12,798.00   |
| Palace, Cleveland .....      | 1st wk. (incl. July 4) | 14,722.00   |
|                              | 2nd wk.                | 11,257.00   |
| Richmond, Cleveland .....    | 1st wk. (incl. July 4) | 26,567.00   |
|                              | 2nd wk.                | 18,217.00   |
| Punch & Judy, Detroit .....  | 1st wk. (incl. July 4) | 17,537.00   |
|                              | 2nd wk.                | 13,123.00   |
| Radio City, Detroit .....    | 1st wk. (incl. July 4) | 35,370.00   |
|                              | 2nd wk.                | 28,130.00   |
| La Parisien, Detroit .....   | 1st wk. (incl. July 4) | 19,709.00   |
|                              | 2nd wk.                | 16,709.00   |
| Fine Arts, Kansas City ..... | 1st wk. (incl. July 4) | 13,903.00   |
|                              | 2nd wk.                | 13,599.00   |



**ELIZABETH**

**WHO**

Also Starring **GEORGE SEGAL · SANDY DENNIS** · Screenplay by **ERNEST LEH**



# Record-smashing opening sensational second weeks. Picture that stands alone.

|                               |                        |            |
|-------------------------------|------------------------|------------|
| May, Oklahoma .....           | 1st wk. (incl. July 4) | \$8,908.00 |
|                               | 2nd wk.                | 8,102.00   |
| Roxy, Atlantic City .....     | 1st wk. (incl. July 4) | 29,451.00  |
|                               | 2nd wk.                | 25,741.00  |
| Southeast, Salt Lake City ... | 1st wk. (incl. July 4) | 10,941.00  |
|                               | 2nd wk.                | 9,846.00   |
| Roxie, Oakland .....          | 1st wk. (incl. July 4) | 26,383.00  |
|                               | 2nd wk.                | 24,233.00  |
| T & C, San Jose .....         | 1st wk. (incl. July 4) | 24,011.00  |
|                               | 2nd wk.                | 22,374.00  |
| Cinema 21, San Francisco....  | 1st wk. (incl. July 4) | 33,984.00  |
|                               | 2nd wk.                | 29,766.00  |
| Cinema, Washington .....      | 1st wk. (incl. July 4) | 34,916.00  |
|                               | 2nd wk.                | 29,244.00  |
| B'way, San Antonio .....      | 1st wk. (incl. July 4) | 17,723.00  |
|                               | 2nd wk.                | 13,123.00  |
| Webb, Hartford .....          | 1st wk. (incl. July 4) | 14,702.00  |
|                               | 2nd wk.                | 13,237.00  |
| Tower East, N.Y. ....         | 1st wk.                | 48,886.00  |
|                               | 2nd wk. (incl. July 4) | 49,156.00  |
| Criterion, N.Y. ....          | 1st wk.                | 100,720.00 |
|                               | 2nd wk. (incl. July 4) | 100,918.00 |

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ERNEST LEHMAN'S PRODUCTION OF **EDWARD ALBEE'S**

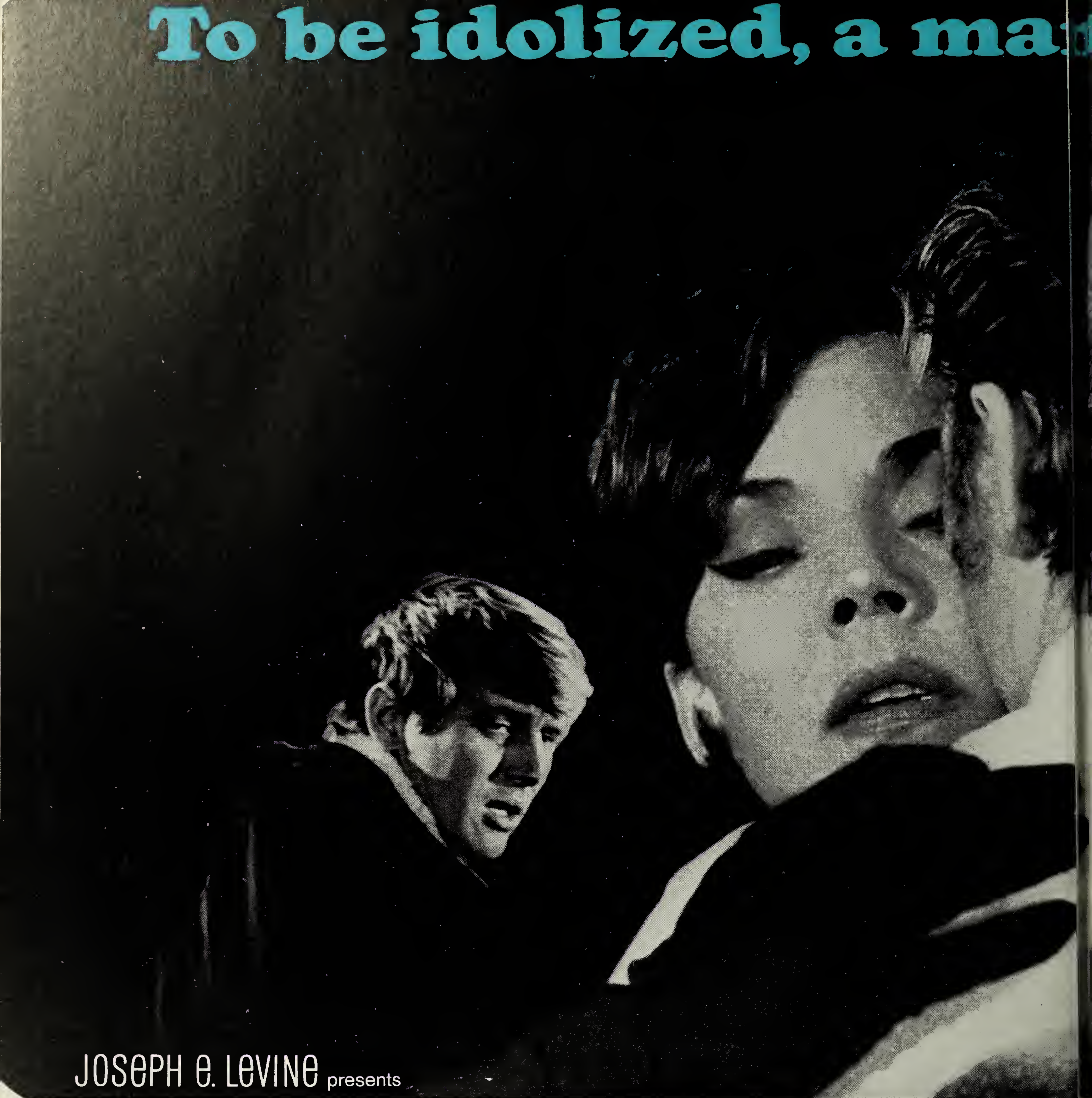
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JOSEPH E. LEVINE presents

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“THE

also starring

JOHN LEYTON JENNIFER HILARY · GUY DOLEMAN

Screenplay by  
MILLARD LAM



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**"DOL"**

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## CHANGING ADDRESS?

Please send old and new address. If possible include address portion of old mailing wrapper.

Volume 75 • No. 24

July 20, 1966

Our 48th Year

## “NOT FIT TO READ”

“DEAR ABBY” IS a popular syndicated newspaper column in which the gripes and problems of readers are aired and answered. Abby displays a lively sense of humor and a real compassion for her distressed correspondents.

A recent column featured a letter from a reader about current movies, and from the correspondence we have received on the subject, more than a few theatremen felt they were unjustly attacked.

The letter, signed “*Disgusted In Enid, Okla.,*” follows:

“*Dear Abby: I have one big complaint. The movies they are making today are not fit to watch. Last night my husband and I went to a movie for the first time in nearly a year and the one we saw was a disgrace. It was the most vulgar movie I had ever seen.*”

“*I spoke to several people about it and they said ALL the movies are that way now. Everyone says the morals of our teen-agers are so low. What can we expect when we give them movies like that to look at?*”

“*My children will be old enough to date in a few years, and I pray that something will happen to improve movies before then. Heaven knows, they can't get much worse.*”

Abby answered the lady in the following manner:

“*Dear Disgusted: The good Lord must have heard your prayers. The Motion Picture Association, which controls movie censorship, has just made Jack Valenti its chief—and I'm sure we will all sleep a little better knowing that Valenti is its president.*”

Not everyone will understand that Abby is making a little joke in her answer at Valenti's expense. Before he joined MPAA, Valenti was President Johnson's assistant, and he garnered quite a bit of news space with the comment that he “*sleeps a little better*” because Johnson is President. To those who understand this, it may be worth a small giggle, but that is not really the point. The interesting development was the manner in which the individual papers handled the column.

Abby is responsible for the words, but the individual papers

are responsible for the manner in which they are presented and the headline that accompanies them. This lady who goes to the movies once a year hardly qualifies as an expert or even an informed observer. Her shrill attack fails to mention the offending film, and her blanket indictment of the entire industry hardly deserves to be taken seriously. However, consider the manner in which the column was presented in the *Binghamton, N.Y., Press*. It was sent to us by subscriber William I. Morrison, manager of the Colchester Theatre in Downsville, N.Y. A large 24 point headline across five columns states, *TODAY'S MOVIES “NOT FIT TO WATCH.”*

There are, of course, a great many newspaper readers who never get past the headlines. Their view of the world is warped to begin with and can be further deformed by headline writers who seek the sensational at the expense of the truth.

Mr. Morrison puts it this way:

“*I think this is about as far out as you could go in misrepresentation. This same paper carries almost a full page of movie advertising so it would indicate they are indifferent to the hand that helps feed them. The rabid citizen who sees one picture a year is, of course, entitled to his opinion—but when the newspaper gives that gripe a 24 point heading under the byline of a nationwide columnist, I think it deserves an answer. Mr. Jay Emanuel certainly knows how to answer. MOTION PICTURE EXHIBITOR is our favorite and has been for several years.*”

Thanks for the kind words, Mr. Morrison. We have called the attention of suitable persons, including Mr. Valenti, to the column. You are right in reserving your criticism to the individual newspaper. The damaging and totally unfair headline was uncalled for and unwarranted by the facts. The gripe of a once-a-year filmgoer who has access to all the information necessary to keep her from being offended by the one film she does see has been given far too much prominence. Blame it on the sensation seekers.

We consider this particular newspaper “*NOT FIT TO READ.*”

## WILL ROGERS NEEDS YOU

WHEN A MAN refuses to help another, he is callous. When he refuses to help himself, he is stupid.

Those circuits and theatres that have not yet pledged participation in the audience collections to support the wonderful work of the Will Rogers Hospital fit both these descriptions. The Hospital provides the best possible care and treatment at no charge for our own people at all levels. At the same time, through research and teaching programs unmatched any-

where else in the world, it is contributing mightily to the eradication of tuberculosis and other chest and respiratory diseases that can hinder and halt man's breathing.

The participation of all theatres—from coast to coast—is necessary if the splendid work being done by Will Rogers is to continue. If you haven't yet done your part, don't hesitate a moment longer. The motion picture industry—and all mankind—are counting on your support.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Miss Marion Elizabeth Billitteri, daughter of Mr. and Mrs. Salvatore Billitteri (he's the American International executive) of Garden City, N.Y., was married to John Francis Lundie, Jr., son of Mr. and Mrs. John Francis Lundie, Sr., of McKeesport, Pa. Lundie, Sr., is city comptroller of McKeesport. Mrs. Lundie, an art teacher, was graduated from Hofstra University, where she is presently enrolled in the Master of Humanities program. Her husband is an honor graduate of Hofstra and will enter his third year of study at the Downstate Medical School of the University of the State of New York.

### Obituaries

Services were held in Detroit for Glenn Kerr, an executive of the Jam Handy Corporation, who died at the age of 53 in Hutzel Hospital, Detroit. Kerr, who served with Jam Handy for 30 years, is survived by his wife, a brother, and a sister.

### Loyalty Oath Loses

NEW YORK—Reversing a lower court ruling, the U.S. Court of Appeals termed the Directors Guild of America loyalty oath "an unreasonable and unlawful requirement for union membership."

Denied membership when DGA and the Screen Directors International Guild merged, Robert Braverman, Leo Horowitz, Darrell Random, Lee R. Bokker, Hilary T. Harris, and Gene Searchinger brought suit in District Court last September. Their motion for a preliminary injunction was denied.

In reversing this decision, Court of Appeals Justices stated, "We hold that imposition of the vague oath in question was an unreasonable basis for divesting plaintiffs of their long-standing privilege of union membership."

The American Civil Liberties Union, which provided counsel for the plaintiffs, hailed the decision as an "important civil liberties advance." The disputed oath reads: "I am not a member of the Communist Party or affiliated with such party and I do not believe in and I am not a member nor do I support any organization that believes in or teaches the overthrow of the United States Government by force or by any illegal or unconstitutional methods."

### CORRECTION

NEW YORK—A report last fortnight by Associated Press picked up by the nation's press has proved erroneous. The report, which was printed in MOTION PICTURE EXHIBITOR under Obituaries, stated that veteran film actor Bob Steele had died in a Veteran's Administration Hospital in Biloxi, Miss. The real Bob Steele, however, is hale and hearty at 59, working in the Warner Brothers' tv series "F Troop" in Hollywood.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., JULY 18

## MGM Earnings Continue Strong Upward Trend

NEW YORK—The upward trend of MGM earnings continued through the first 40 weeks of the current fiscal year, with profits of \$6,798,000 or \$1.35 per share, compared to \$4,280,000 or 85½ cents per share in the similar period last year. In the third quarter alone, earnings were 41½ cents per share compared with 13½ cents per share a year ago. All of these earnings reflect the two-for-one stock split approved by stockholders on May 24.

Each year, earnings at MGM have shown improvement since the turnaround accomplished by president Robert H. O'Brien and the management team that took over direction of the company in 1963. From a loss of \$17,479,000 in 1963, the company earned profits of \$7,390,000 in 1964 and \$7,809,000 in 1965. Last fall, O'Brien predicted that fiscal 1966, which ends Aug. 31, would show at least 30 per cent improvement over 1965.

Report to stockholders was accompanied by a check for the quarterly dividend at the increased rate of 25 cents per share on the split shares.

O'Brien noted the success of MGM pictures this summer, particularly "Doctor Zhivago," reserved-seat attraction now playing in 63 cities in this country. He noted continued progress in the music and record divisions, described theatrical productions now before cameras including two roadshows, and increased activity in filming of tv series for the new season.

He expressed appreciation to stockholders for the support given by a majority to management's program and repeated his conviction that this will be one of MGM's best years.

Other MGM releases noted in the quarterly letter include "The Glass Bottom Boat," which just completed its engagement at Radio City Music Hall and is playing in key cities throughout the country; "Lady L," described as "another major summer success"; "Around The World Under The Sea"; and "Maya."

Reporting on production activity at the MGM Studios in Culver City, London and on location, the letter notes that two pictures, "Grand Prix" and "2001—A Space Odyssey," are being filmed in Cinerama and color as special roadshow attractions.

### Goldman Sues Contractor

PHILADELPHIA — William Goldman, head, William Goldman Theatres, filed suit in Common Pleas Court Number Five against contractor John McShain charging McShain refused to go through with a written agreement to build a motion picture theatre in the Presidential Apartments complex on City Line. The suit said Goldman was to share in construction costs and that McShain was to rent the theatre to him for a 25-year period. An injunction is sought directing McShain to construct the theatre, to be known as the Barclay, and lease it to William Goldman Theatres "on the terms agreed to by the parties."



## BROADWAY GROSSES

### "Steal" Tops Good Week

NEW YORK—Fox's "How To Steal A Million" made the most noise on Broadway with a smash opening at Radio City Music Hall. Here is the breakdown:

"HOW TO STEAL A MILLION" (20th-Fox). Radio City Music Hall, with usual stage show, registered \$137,365 Thursday to Sunday, with the first week headed for a sensational \$220,000.

"CAST A GIANT SHADOW" (UA). DeMille reported \$8,000 for the 16th week.

"DR. ZHIVAGO" (MGM). Capitol took in \$31,000 for the 30th week.

"BORN FREE" (Columbia). Loew's State garnered \$17,000 in the fourth week.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli continued strong with \$51,000 for the 72nd week.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$21,000 for the eighth week.

"NEVADA SMITH" (Para.). Victoria took in \$23,000 for the third week.

"WHO'S AFRAID OF VIRGINIA WOOLF?" (WB). Criterion continued super with \$85,000 for the fourth week.

"KHARTOUM" (UA). Warner Cinerama had a fine opening week of \$48,000.

### Col. Revamps Sales Force

NEW YORK—The Columbia Pictures domestic field sales operation has undergone a general streamlining and restructuring. A major change will find the 35 United States and Canadian branches reporting to five divisional managers, who in turn will be responsible to the home office executive sales staff headed by general sales manager Norman Jackter and assistant general sales manager Milt Goodman.

Twelve promotions to division manager and branch manager posts have been made, all from within the ranks:

Eastern division: division manager, Martin Kutner, formerly home office sales executive; Albany manager, Charles Dacey, formerly Chicago salesman; Buffalo, Herbert Schwartz, formerly Albany manager.

Southern division: division manager, Paul Hargette, formerly Atlanta manager; Atlanta manager, Lamar McGarity, formerly Atlanta salesman; Charlotte, Marvin Schubert, formerly Jacksonville salesman; Dallas, R. J. McCafferty, formerly St. Louis manager.

Midwestern division: division manager, Milt Zimmerman, formerly Chicago manager; Des Moines-Omaha manager, James Ricketts, Jr., formerly Des Moines salesman; Detroit, William Wood, formerly Detroit sales manager.

Western division: division manager, Bryon Shapiro; Salt Lake City manager, Robert Steed, formerly Salt Lake City salesman; Seattle-Portland, Morris Sherman, formerly Portland salesman.



# Valenti To Address NATO Meeting

## MPAA Chief To Pursue Goal Of Industry Unity At Exhib Convention In New York Sept. 30

NEW YORK—Jack J. Valenti, president, Motion Picture Association of America, will address the nation's theatre owners at the convention of National Association of Theatre Owners in New York City, general convention chairman Laurence A. Tisch has announced.

Valenti will be the major speaker at the Friday, Sept. 30, convention luncheon in the American Hotel, which will be sponsored by the member companies of the MPAA: Allied Artists Pictures Corporation, Columbia Pictures Corporation, Metro-Goldwyn-Mayer, Inc., Paramount Pictures Corporation, Twentieth Century-Fox Film Corporation, United Artists Corporation, Universal Pictures Company, and Warner Brothers Pictures, Inc.

Valenti recently made the following remarks in Hollywood upon being elected president of the Association of Motion Picture and Television Producers, MPAA subsidiary:

"We must try to bring unity to this industry. It is my number one goal and I intend to make this Association in Hollywood, and what goes on in New York, of a cohesive piece.

"When I became president of the Motion Picture Association of America, I made it clear that I could not belong solely to the MPAA; that I would have to belong to the entire industry in order to be of value. I want to be a bridge between the industry and all the people with whom we do business.

"I believe there are more problems that demand united attention than there are differences among us.

"My first meeting with the officers of NATO was inspiring. All of us agreed there is more that unites us than divides us."

Since assuming the presidency of MPAA, Valenti has kept in close contact with NATO president Marshall H. Fine and president-designate Sherrill C. Corwin on all matters of industry concern.

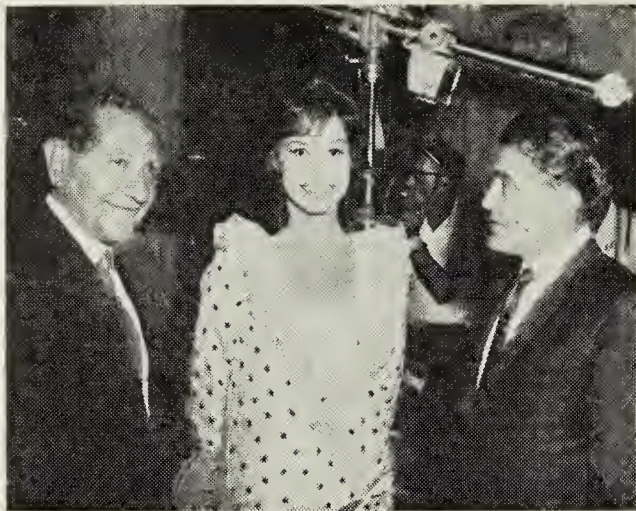
"This first convention of the National Association of Theatre Owners at the Americana Hotel in New York City on Sept. 28 to Oct. 1 is certain to be the greatest gathering in the history of the motion picture industry," general convention chairman Laurence A. Tisch stated.

Annual publication of NATO will be titled "The NATO Money-Making Machine," Fine announced. It will be issued in conjunction with the annual convention.

This one annual publication will replace both the Allied Merchandising Manual and the TOA Convention Handbook & Foreign Film Directory, but will retain features of both. Among the major sections of this expanded book will be a merchandising manual, a product guide, a foreign film directory, and a reference handbook.

## Buenos Aires Films Set

NEW YORK—Carlos H. Romero, vice-president and general manager, Buenos Aires Films of New York, Inc., announced that it has commenced activities in the Spanish market in the U.S.



Louis Nizer and Jack Valenti, special counsel and president respectively of the MPAA, recently visited the set of Ross Hunter's "Thoroughly Modern Millie" at Universal and chatted with Mary Tyler Moore, who stars in the film with Julie Andrews, James Fox, Carol Channing, John Gavin, and Beatrice Lillie.

## Fla. D-I Antitrust Suit Charges Discrimination

NEW YORK—Antwin Theatres, Inc., operator of the Golden Glades Drive-In, Opa-Locka, Fla., filed a \$2,100,000 antitrust suit in New York Federal Court against MGM, Warner Brothers, United Artists, Columbia, Embassy, Buena Vista, Wometco Enterprises, and American Broadcasting Companies.

Antwin charges discrimination in the exhibition of first run pictures. The complaint accuses Wometco and ABC of unlawfully conspiring in the Miami area, and the distributors are charged with illegally acquiescing in and aiding the alleged conspiracy.

It is claimed that the defendants unlawfully discriminated by engaging in practices favorable to themselves and injurious to the plaintiff in the matter of rentals, advertising allowances, the selection and rejection of pictures, the determination of split figures and rebates and discounts, etc. Some distributor defendants are said to have from time to time protected Wometco and ABC by creating and assigning them to fabricated, sheltered zones "adding that thus, if the distributor defendants offered to allow the plaintiff's theatre to bid for motion pictures, the plaintiff was required to bid against theatres with which it was not in substantial competition."

## Drive-In To Jo-Mor

BUFFALO—The Wehrle Drive-In has joined the expanding group of theatres, including Buffalo's Cinema and six film houses in and around Rochester, operated by Jo-Mor Enterprises, Inc.

Extensive remodeling of the Wehrle is announced by James J. Hayes manager of the Cinema, downtown Buffalo, and supervisor of the drive-in. Programs are continuing during the refurbishment. The lease to Jo-Mor was granted by Sarkes Stephen, owner of the Wehrle property, who has been retained as resident manager.

Associates in the transaction are John Martina, owner of the Cinema; his brother, Morris Slotnick of Rochester; and Herbert Slotnick, allied operator of a group of theatres in Syracuse.

## Newest Polaris Submarine Bears Will Rogers' Name

GROTON, CONN.—Ned E. Depinet, president, Will Rogers Hospital, Saranac Lake, N. Y., was to be an honored guest of the U. S. Navy at the launching of the 100th Polaris submarine, USS Will Rogers, here.

Mrs. Hubert H. Humphrey has accepted the Secretary of the Navy's invitation to sponsor the Will Rogers submarine.

The U. S. Navy's 100th Polaris submarine is named for America's beloved homespun philosopher and humorist, Will Rogers, who died in an airplane crash at Pt. Barrow, Alaska, Aug. 15, 1935.

A Will Rogers Memorial Commission was appointed by Presidential directive shortly after the crash. The Commission, comprised of Alfred E. Smith, F. Trubee Davison, John Nance Garner, Will Hays, Gene Buck, Eddie Rickenbacker, Fred Stone, Owen D. Young, Rex Beach, Joseph Hartfield, Senator Henry J. Walters, and Ulric Bell, determined after a year's study that the then NVA Tuberculosis Sanitarium at Saranac Lake, N. Y., would best relate to Will Rogers' interests, and because of the good it was doing for the health of the people in entertainment, it would be an expressive memorial to the great entertainer. The hospital was given Will Rogers' name in 1936, and the entertainment industry, spearheaded by motion picture interests, assumed responsibility for running the hospital.

Since then, all divisions of the entertainment-communications industry have been united to bring free hospital care and treatment at Will Rogers for any chest disease to any employee in any position in motion pictures, stage, nightclubs, radio and television, and all entertainment-related employment.

The Will Rogers institution has become an established medical complex containing the Will Rogers Hospital, O'Donnell Research Laboratories, Teaching Institute, and, since early June this year, the Montague Memorial Library and Study Center for the advancement of medical knowledge in the field of all respiratory disease.

## D-I Sites Hard To Find

ALBANY—Difficulty of finding virgin plots, aside from shopping centers, for new drive-ins was dramatized when John Gardner, builder of numerous outdoor theatres throughout Albany exchange district, in Vermont, and in Florida, was notified that a Town Board had refused to vote a zoning change for an automobiler he hoped to erect near Binghamton.

Site was classified as "farm," but like many of the same elsewhere, had residences, Gardner explained. Owners of the latter opposed the theatre.

## Fox Eastern Adds House

BROOKLYN, N.Y.—Fox Eastern Theatres Corporation, a subsidiary of National General Corporation, has taken over operation of the Albemarle Theatre here, it is announced by Dan A. Polier and William H. Thedford, NGC co-directors of theatre operations.

The 2465-seat showplace brings to 10 the number of theatres in the east headed by Bob Smith, division manager.



## Edwards Chairs Appeal Of Anti-Defamation League

NEW YORK—Jerome Edwards, general counsel of 20th Century-Fox, has been named general chairman of the motion picture division of the Anti-Defamation League Appeal.



EDWARDS

In accepting the chairmanship, Edwards said, "I accept this opportunity to serve the high principles for which the ADL stands. The unrelenting crusade which ADL has conducted for more than 50 years to strike down discrimination and preserve the dignity of minority groups must continue, and I am confident that the motion picture industry will this year again respond generously to the ADL's call for support."

The announcement was made jointly by Barney Balaban, Harry Brandt, Martin Levine, and Benjamin Melniker, honorary chairmen of the division.

The ADL Appeal is engaged in its 1966 campaign to raise \$5,257,000 to support a nationwide program of the Anti-Defamation League of B'nai B'rith, a leadership group of American Jews.

Originally formed to combat the defamation of the Jewish people "and to secure justice and fair treatment to all citizens alike," ADL is now involved in extensive programs of community relations, civil rights, and inter-group relations research and education. A League-financed study, Christian Beliefs and Anti-Semitism, has been of vast assistance in promoting dialogues between Christians and Jews. The study was conducted by University of California's Survey Research Center and the first volume was published in April by Harper and Row.

The League has played an important part in exposing the anti-democratic forces of the Radical Right. A recent book, "Report on the John Birch Society—1966" has exposed the fact that the Society is contributing to anti-Semitism, engaged in an all-out war against civil rights, and trying to play a major role in the 1966 elections. The book was authored by Benjamin R. Epstein, national director of the League, and Arnold Forster, its general counsel.

## Katz Heads UA Publicity

NEW YORK—United Artists vice-president Fred Goldberg announced the appointment of James C. Katz as publicity director.

Katz began his motion picture career in 1962 as a writer for the UA publicity department. He later was elevated to syndicate and wire services contact and then moved up to assist in the radio and television publicity department. He left the firm for a short time in 1964 to join an independent publicity organization, and returned to UA last summer to become publicity coordinator on the Julian Blaustein Cinerama Production of "Khartoum," a United Artists roadshow release.

## C. D. A. Buys Radio Station

MOBILE, ALA.—M. A. Ripps, president of Cinema Distributors of America, independent producers and distributors, announced the purchase of radio station WTUF, Mobile. The transaction was in conjunction with National Properties and Mining, Inc., but the station will be operated by C. D. A.

# Hartford Subscription TV Project Seen Paving Way For National Test

## Senate Okays Mundt Bill For Obscenity Commission

WASHINGTON—The Senate passed by voice vote and sent to the House the bill of Senator Karl Mundt, D., S.D., which was co-sponsored by 29 other senators, and sets up a 20-man commission on obscenity. The film and tv industries would have single representatives on the commission.

Senator Mundt explained that in his opinion the most important part of the bill is the directive to the commission to develop a definition of obscenity which will pass the Supreme Court.

With a working definition, he said, local, state, and federal governments could go ahead, and private groups like the clergy could also proceed, to curb what Mundt termed "abuses of the freedoms provided by our constitution."

## Kans. D-I To NGC

SALINA, KANS.—The mountain-midwest division of Fox West Coast Theatres Corporation has assumed management of the Rocket Drive-in, Salina, Kans., it is announced by Dan A. Polier and William H. Thedford, co-directors of theatre operations for National General Corporation, the parent company.

Fred Souttar, midwest district manager, has named Richard Gier to manage the newly-acquired drive-in. Previously, Gier served as manager of the Fox, Springfield, Mo., and at the Community Drive-In.

## "Zhivago" Big Abroad

NEW YORK — Metro-Goldwyn-Mayer's "Doctor Zhivago," in its first wave of key roadshow engagements in the overseas market at 15 theatres in eight countries with an aggregate playing time of 56 weeks, has grossed 120 per cent of the record business turned in by "Ben-Hur," the company's all-time roadshow champion, in the comparable period.



Alfred Hitchcock recently received New York's medal of honor from Mayor John V. Lindsay in ceremonies at City Hall for his outstanding screen achievements and contributions to the cinema art. Hitchcock was in New York to help promote Universal's "Torn Curtain," his 50th motion picture.

HARTFORD—Zenith Radio Corporation is envisioning a television set of the future with screen three feet high and five feet wide, John H. Pinto, vice-president of RKO General, New York, said here, in comments tied to start of fifth year of the subscription television experiment via RKO General's owned-and-operated WHCT-TV.

Zenith also manufactures the decoding equipment used for STV.

The Hartford STV response, Pinto asserted, has gathered activity, not only within RKO General, but also within Paramount Pictures through its International Telemeter subsidiary, and within other major corporations.

"There is strong hope," he said, "for FCC approval this coming fall of nationwide STV."

"What all concerned with STV are trying to do is to make the idea of home-screen entertainment without commercials a reality. And through the mistakes and findings in Hartford, all are learning what will go and what will not go on a national scale."

Significantly, when STV began in June, 1962, only two or three of the major motion picture distributors were willing to do business with RKO General.

"Now, I'm pleased to report, all eight of the major companies are providing feature product for us. And, within a year's time, we will be giving you this product in color."

In a good-will gesture to "The Fabulous 52," designation of WHCT-TV's first 52 subscribers, Pinto said the station is dropping the \$3.25 monthly rental charge for these initial viewers. STV subscription roster has passed the 6,200 mark.

Pieter van Beek, representing Zenith president Joseph S. Wright, commented that STV experimentation began in Chicago as long ago as 1929.

"We feel that in seeking the best-attainable entertainment," van Beek continued, "we haven't scratched the surface. We will have entertainment in the years ahead we can't even dream of today. And all in the competitive process of offering the customer the choice of selection."

In the main, STV's Hartford programming is comprised of motion pictures, both current and vintage, plus sporadic "Specials." STV is programmed from 7 to 11 p.m. There is no network affiliation.

## NSS, Naify Renew Pact

NEW YORK—An arrangement has been agreed upon for the resumption of National Screen Service trailer service in all theatres operated by United California Theatres, United Artists Theatre Circuit and Skouras Theatres, it was jointly announced by Burton E. Robbins, president of NSS, and Marshall Naify, president of United Artists Theatres Corp.

The agreement, recently concluded after lengthy negotiations, also includes all theatres operated by both Rowley-United and Randforce. These latter two circuits had been continuing customers of NSS during the period of negotiation.

The actual signing of the one-year agreement covering the service of approximately 270 theatres was done by Salah Hassanein, vice-president of United Artists Theatre Circuit, and Milton Feinberg, general sales manager of National Screen Service.



# FOR THE FIRST TIME ON THE MOTION PICTURE

ADAM WEST AS BATMAN AND BURT WARD AS ROBIN TOGETHER WITH ALL THE

20<sup>th</sup>  
CENTURY-FOX  
presents

# BATMAN

## HOLY SUPERLATIVES!

BATMAN ADS, RADIO AND TV SPOTS AND TRAILERS WILL BE BATAPULTING RIGHT AT MOVIE AUDIENCES AROUND THE COUNTRY ... AND JUST WATCH THE CAMPAIGN BRING THEM IN BY BATTRAIN, BATMOBILE AND FOOT — TO YOUR THEATRE!

## BATACULAR TEXAS DOUBLE PREMIERE

MAT. AND EVE. GALAS — PARAMOUNT THEATRE —  
JULY 30 — AUSTIN — HELD IN CONJUNCTION WITH  
THE FAMED AQUA FESTIVAL — STARS IN PERSON ...  
BATKINI BEAUTIES ... BATBOATS ... AND MILLIONS  
OF BATMAN FANS IN ATTENDANCE!

**EVERY ENGAGEMENT IS A PREMIERE...**

THANKS TO THE NATIONWIDE BATMAN BALLYHOO  
ON TV, RADIO, IN NEWSPAPERS AND MAGAZINES  
AND STORES OF EVERY SIZE AND SHAPE!



# TASTIC DERRING-DO AND THEIR DASTARDLY VILLAINS TOO!

# SEMPLE, JR.

**THE BATASTIC WORD OF MOUTH HAS ALREADY STARTED VIA CROSS-PLUG PROMOTIONS AND MERCHANDISING TIE-INS ON RADIO AND TV, IN NEWSPAPERS, NATIONAL MAGAZINES AND THROUGH POINT OF PURCHASE DISPLAYS IN STORES ACROSS THE LAND! NEVER BEFORE HAS A WHOLE NATION BEEN THIS PRE-SOLD ON A MOTION PICTURE!**



# Soviet Attack On "Last Battle" Brings Sharp Reply From Author

CULVER CITY, CALIF.—Cornelius Ryan, author of "The Last Battle," made the following reply to statements by D. Kraminov, Russian Government Propaganda Spokesman, in Pravda, as quoted in the Reuters dispatch from Moscow.

"Now, having had an opportunity of studying the comments made by D. Kraminov, the Russian Government Propaganda Spokesman, on my book, 'The Last Battle' it seems clear—as it will to the millions who have already read my book around the world—that Kraminov either did not read 'The Last Battle' or he is commenting on some other work. For example, he says that I perpetuate, to use his own words, 'The old American-British myth that the Nazi high command kept its best forces on the western front'."

"Not so. Indeed, the point is made in 'The Last Battle' and emphatically so, that the German forces facing Eisenhower and Montgomery on the western front had all but disintegrated. The heaviest concentration of German forces were on the eastern front.

"If Mr. Kraminov had bothered to read page 198-199, he would have found there that I quote no less an authority than the Supreme Commander, the former President Eisenhower. When Eisenhower was asked at a press conference in Paris on March 27, 1945, who would get to Berlin first, he implied that he thought the Russians might. The Anglo-Americans at that moment were more than 200 miles away from Berlin, the Russians on the Oder, only 35. Then Eisenhower, in answer to the question, replied that the Russians 'have a shorter race to run, even though they are faced with the bulk of the German forces'."

"Next Kraminov states that in 'The Last Battle' I reveal that attempts were made by the German Army to come to terms with the western allies 'provided they would continue in the war in the east'."

"Where, exactly, does such a revelation appear in my book?"

"At no time before the battle of Berlin did the German High Command formally approach the west with such an offer. If Mr. Kraminov had read pages 96-104, he would have learned that when the Allied Occupation Plan for Germany, 'Operation Eclipse,' was captured by the Nazis, they knew once and for all that the only terms acceptable would be 'Unconditional Surrender.' Indeed to General Alfred Jodl, Hitler's Operations Chief, as I state in the book, 'This meant that there is nothing left for Germany but to fight to the bitter end.'"

"While Mr. Kraminov implies that the west was indulging in traitorous behavior to their Russian allies, he makes no mention at all of Stalin's traitorous role and his final double-cross of Churchill and Roosevelt. As everyone now knows, the Soviet Premiere cynically broke the 'Big 3' Yalta Agreement which guaranteed 'the rights of liberated peoples' clause by clause. On pages 251-252, it is related how Stalin deliberately double-crossed Eisenhower. Stalin told him that he did not intend to capture Berlin for 'it was only a secondary objective.' Even as he was doing this, Stalin was issuing orders to his armies of more than a million and a half men to make the Capital the major objective. The documents shown to me by the Soviet Defense Department in 1963 contain this message from Stalin



The recent closing of New York's Hotel Astor signalled the start of the national promotion campaign for MGM's "Hotel Paradiso" as actress-models Doris Michaels and Phyllis Sands sidetracked Times Square traffic, tourists, and pedestrians to announce the opening of the equally famous hotel this fall.

## ABC Opens Gift Shop

ALBANY—Tri-State Refreshment's Albany division, ABC Consolidated Corporation, Philadelphia, is operating its first "Gift Shop" at Neil Hellman's Thruway Motor Inn. George H. Schenck, division manager, said that Tri-State conducts gift shops on the Massachusetts Turnpike and outside Syracuse, N.Y. This is a diversification project.

to Eisenhower, 'The Soviet High Command plans to allot only secondary forces in the direction of Berlin'."

"As for Kraminov's comment that I fail to mention that the Soviet Army 'did render special services to the European people, to all mankind,' I am not quite sure exactly how Mr. Kraminov defines 'special services.' Certainly the Red Army liberated eastern countries that had been under the Nazi yoke. But at the same time they absorbed them into the communist realm. In truth, history conclusively shows that in the closing days of the war, the role of the Red Army was more political than military.

"Ironically, one 'special service' of the Soviet as they liberated countries, was to immediately eliminate many of their own adherents—the eastern European liberals and communists.

"Indeed, if Mr. Kraminov had taken the time to read the memoirs of such men as Marshals Koniev, Zhukov, Chuikov, or read the military works of Generals Batov, Popeil, Krivoshein, or Yuschurk, or even the Red Army's own regimental journals, he might be more enlightened as to the objectives of the Red Army at the closing stages of the war. In many of these journals, which are now appearing for the first time in Russia, there are numerous accounts of the breakdown of discipline among Soviet troops who ran amuck in such capitals as Warsaw, Berlin, Vienna, Prague and Belgrade. To the dismay of many Soviet Marshals and Generals, many of the Red Army divisions indulged in atrocities and brutal rape which forever will remain as an embarrassment to the Soviet defense forces. Is this what Mr. Kraminov is talking about when he refers to 'special service' to the European peoples?"

## Industry Not Home Free In N.Y. Censor Struggle

ALBANY—The motion picture industry is not out of the forest and in the clear, so far as the new Joint Legislative Committee on Crime, Its Causes, Control, and Effect on Society is concerned.

Appointed chairman of the 12-member group is Senator John H. Hughes, Syracuse Republican and co-sponsor for the past two years of a bill authorizing the classification of films to bar the admission of persons actually or apparently under the age of 16, unless accompanied by parent, guardian, or adults, to pictures not classified as "acceptable" for youngsters. Proposal also outlined procedures for appeals to the State Supreme Court after a film has been declared "obscene."

Senator Hughes, also chairman of the powerful Senate Judiciary Committee and a veteran of two decades' service in the Upper House, dramatically appeared before the now-merged Joint Legislative Committee on Offensive and Obscene Material in Syracuse last fall to protest the exhibition of motion pictures "unsuitable" for non-accompanied under-16's.

He promised to present the Joint Committee with a long list of "cuts" the Division had ordered in pictures to make them eligible for seals. Hughes likewise clashed head-on with Senator Joseph Zaretzki, Bronx Democrat and 1965 Majority Leader, over the alleged "bottling up" in Rules Committee of a measure revamping the state licensing law to bring it in line with conditions the U.S. Supreme Court had stipulated for prior review of films.

## New Honor For Levine

ROME—Joseph E. Levine, president of Embassy Pictures Corp., has been named recipient of the "Silver Plaque" awarded by the Union of Italian Cinema Journalists. The inscription accompanying the "Silver Plaque" praised Levine for "his exceptional contribution to Italian cinema both through distribution of films in the United States and for his participation in a number of the greatest Italian film successes."

Presenting the award at Rome's "Brigadon" club was Italian Tourism Minister Achille Corona. A number of noted film personalities also attended, including Dino De Laurentiis, Alberto Sordi, Vittorio Gassman, Virna Lisi, directors Eduardo de Filippo, Mario Monicelli, Carlo Lizzani, and Francesco Rosi.

Embassy Pictures' supervisor of Continental European operations, Luigi Zaccardi, accepted the award for Levine.

## New Production Firm Set

NEW YORK—Cerberus Productions, Inc., has elected officers to head its motion picture and television activities.

Arthur Marks has been named president; Art Seid and Ernest Frankel, vice-presidents; Herbert Schlosberg, secretary; and Anna Bernaducci, treasurer.

The principal stockholders, Marks, Seid, and Frankel, have most recently been associated with the Perry Mason television show as producers and story consultant. All have been active in the industry for many years in the fields of production, writing, and directing.

Cerberus has completed initial development of three television properties and has purchased options on two novels for future production as theatrical features.



## Joyce Selznick Named To Para. Production Post

HOLLYWOOD—Joyce Selznick is joining Paramount Pictures Corporation as executive in charge of the company's worldwide talent and literary departments, it was announced by Howard W. Koch, vice-president and studio and production head.



**SELZNICK** One of the most successful discoverers of talent in the entertainment field, Miss Selznick will be responsible for the development of talent and the acquisition of properties and packages in all areas of Paramount Pictures' activities.

"Miss Selznick's appointment is part of Paramount's expanding production program, of which an integral phase is discovering and developing a reservoir of acting and creative talent," Koch said. "Her distinguished record in this field makes Miss Selznick especially suited for this key executive production post. We look forward to the implementation of many exciting projects."

In her new assignment, Miss Selznick will maintain offices both in New York and at Paramount Studio in Hollywood, and will also spend considerable time abroad.

Miss Selznick last month resigned as talent director at Columbia Pictures. During her 16 years with the company, she functioned in many different areas to stimulate and encourage new young talent, including story development, packaging, and music.

## Variety Incentive Drive Set

NEW YORK—On behalf of Variety Clubs International, the Sir Billy Butlin Incentive Drive committee has been formed by a group of New York industry executives headed by Nat Nathanson, who will serve as chairman. The other members of the committee will include S. H. Fabian, Henry H. Martin, Burton Robbins, and Jonas Rosenfield, Jr.

The committee agreed to award a total of \$50,000 in prizes, contributed by Sir Billy Butlin, to those Variety Club Tents judged the most efficient based on their activities, membership, performance of tent operation, fund-raising, and over-all performance. The drive will run from September, 1966, through March, 1967.

## Griffith Signs U Pact

UNIVERSAL CITY, CALIF.—Andy Griffith has signed an exclusive multiple-picture contract with Universal calling for him to star in 10 motion pictures over the next five years, it has been announced by Edward Muhl, vice-president in charge of production. The films will be theatrical features with the first scheduled to go before the cameras early in 1967.

## WB's Marshall Retires

BURBANK, CALIF.—David J. Marshall, head of Warner Bros. Studios drapery department and with the studio for the past 35 years, retired. Marshall is succeeded by Bob J. Taylor, who has been in Warners' drapery department since 1942.

# Filmways Production Slate Hits New High With 11 Features Set

## Preminger Loses Bid To Bar "Anatomy" Cuts

ALBANY—Otto Preminger, producer of "Anatomy of a Murder," ran into a legal roadblock when the Court of Appeals refused to order an injunction which would have preserved the motion picture from "cutting" for television commercials.

The state's highest tribunal affirmed an Appellate Division, First Department ruling that Preminger had given up his final cutting authority by granting "all rights," including television, to Columbia Pictures Corp., distributor of "Anatomy."

Columbia deleted scenes in the film to provide room for video commercials. Preminger contended this was not Columbia's right, but his.

## Embassy TV Names Execs

NEW YORK—Charles Britt has been appointed eastern sales manager for Embassy Pictures Corp. Television, it was announced by Cy Kaplan, Embassy's vice-president for television sales.

Formerly southeastern sales manager, Britt's new responsibilities include not only the additional territory, but he also will serve as assistant national sales manager, in which capacity he reports directly to Kaplan.

Roy George has been appointed western sales manager. He comes to Embassy from Allied Artists Television, where he had been southern and western sales manager for the past four years.

## Oyster Bay Opens

NEW YORK—The Oyster Bay Theatre in Oyster Bay, N.Y., opened with MGM's "A Patch of Blue" and "Where The Spies Are." The 550-seat theatre is owned and operated by Edith Bolte Marshall, New York theatre owner, and Richard J. Losh, general manager, Bolte Circuit.

The house has been redecorated and refurbished and summer policy will be continuous matinee and evening.



Seen at the Regency Hotel, New York, at a recent press conference are, left to right, Howard D. Seed, assistant foreign manager, American International Pictures Export Corporation; Samuel Z. Arkoff, executive vice president, AIP; James H. Nicholson, AIP president; and David D. Horne, vice president of AIP Export Corporation.

NEW YORK—British director Jack Clayton has been signed to a three-picture contract with Filmways, Inc., it was announced by production chief Martin Ransohoff. Filmways feature film schedule for 1966-67, Ransohoff added, promises to be the most active in the company's history, calling for the production of 11 films in a 19 month period.

The first film Clayton will direct is "Our Mother's House," based on the Julian Gloag novel Filmways just acquired from 20th Century-Fox. Production will begin in London this fall on the story which deals with seven children who keep their mother's death a secret so that they will not be sent to an orphanage.

Clayton's directorial deal with Filmways also includes "Wagon's East," a comedy western based on an idea by Allen Baker and Jerry Abrahamson, and "Sweet Autumn," an original love story by Edna O'Brien, author of "Girl With the Green Eyes." No distribution deals for any of the properties have been set.

Currently before the cameras are two Filmways productions—"Don't Make Waves," starring Tony Curtis and Claudia Cardinale, with Alexander Mackendrick directing; and Roman Polanski's "The Vampire Killers," starring Sharon Tate. Both are for MGM release.

Next on the agenda and scheduled to begin filming in London this November for Columbia Pictures release is "Castle Keep," based on William Eastlake's novel, which Daniel Taradash is currently adapting to the screen.

In February of 1967, "Ice Station Zebra," an MGM release, will go before the cameras under the direction of John Sturges. The film is based on Alistair MacLean's best selling novel of high adventure and espionage and will be filmed at MGM's Culver City Studios.

In the spring, "Devil Take All," Martin Caidin's novel for which George Kirgo is writing the screenplay, will begin filming in London. No distribution deal has been set for this property, which is a modern day action-suspense drama.

Ransohoff plans to put two films before the cameras in the summer of '67. The first will be "Chercher La Femme," currently being written by Larry Gelbart, which is the second film in the four-picture deal between Filmways and Cadre Productions, the Roman Polanski-Gene Gutowski producing firm. No distribution deal as yet has been made. Also, that summer will see the filming of "The Courier," based on Mladin Zarubica's novel, "The Year of the Rat," for MGM release.

Late summer of 1967 will see the production of "Catch-22," Joseph Heller's best selling novel, which will be directed by Mike Nichols.

Closing out the 66-67 schedule will be the filming of the second Jack Clayton picture and also Sigmund Miller's novel, "That's The Way The Money Goes," which Miller is currently adapting to the screen.

Also on the Filmways schedule, but for filming in 1968, is the recently acquired James Clavell novel, "Tai-Pan." Clavell will adapt his novel to the screen and the film will be released by MGM.

Completed and awaiting release is the Filmways production of "13," an MGM release, starring Deborah Kerr, David Niven, and Sharon Tate.



# The NEW YORK Scene

By Mel Konecoff

JOE LEVINE WANTED TO TALK AGAIN LAST WEEK, WHICH IS OKAY WITH us as it always comes out to the point, interesting, and even funny at times. The only thing is that he's on a diet so this was no gathering at The Four Seasons. Instead, it was a coffee klatch in his board room.

He had just completed a nine city tour on behalf of his latest release through Paramount, "Nevada Smith," accompanied by Joe Friedman, Paramount vice-president and director of advertising and public relations. He couldn't get over the reception afforded him or at the hunger for information about movies exhibited by press, radio, and tv representatives.

Said he, they are starved for information about films. They want someone, anyone almost, to talk to them about movies. The "they" referred to both newcomers in the media, who are quite knowledgeable, as well as the veterans, who know the public is interested in the subject.

Questions were thrown at him not only about his pictures but about all films and personalities, and he answered all he could while, of course, trying to get in plugs about "Nevada Smith." The reaction he found meant that more barnstorming of yesteryear was needed, along with more corn, more star tours, etc.

(At this point, a window washing scaffold motored by up the side of the building, and he noted that the point killers hadn't washed the windows in a year—picking conference time to do same.)

Levine wondered whether Jack Valenti shouldn't get into this area as part of an overall industry problem. After all, this is a part of showmanship, which is an important part of the industry. He hoped this area would not be neglected by others. It certainly wouldn't whenever possible by him.

He reported that world-wide film rentals on "The Carpetbaggers" would amount to 20 million, of which 17 million is already in and the other three million will be in from abroad within the year. "Nevada Smith," based on the same book, will probably bring in another 20 million by the time it plays off, bringing in some sort of a record. He did admit that "Harlow" has not been successful, but all the figures aren't in as yet nor are the tv sales set as yet. "The Oscar" will emerge successful, he predicted. Levine has completed 10 features under his deal with Paramount, and he has another 10 to go, which will probably be made over the next three years.

Summing up, Levine said, "I visited more than a hundred cities in the past several years, but I never found the excitement and interest in motion pictures that I found on this trip. Talking in New York or Hollywood isn't enough. We must talk where the people are and where the action is." He urged such personnel as branch, district, or division sales managers to do a lot more talking to the "new and energetic people on newspapers and in radio and television stations, who want to carry our important message to the ticket-buyers."

**MAN IN THE MIDDLE:** THERE ARE NOT TOO MANY THINGS MORE FRUSTRATING than trying to interview a personality through an interpreter. This was the case the other noon time across the luncheon table at Sardi's when 28-year-old film maker Claude Lelouch tried to tell us about his 1966 Cannes prize winner, "One Man and One Woman," and about French films in general.

He was just about winding up his trip here to promote the film, which Allied Artists is releasing in the U.S. and Canada while UA has rights elsewhere. It took him one month to write the script, one month to shoot it, and one more to edit and score it. His way of working with the cast is to give them a rundown on the intent of a scene, suggest some of the dialogue, and then let them have a go at it. Of course, you have to have intelligent actors to follow through on this system.

The picture, which is a charming love story portrayed in a combination of color, black and white, and sepia, cost the equivalent of \$300,000, which was loaned him by a section of the French government after he submitted the results of three weeks of shooting, and they approved. His cast and technicians went along with him on a credit basis. Others with name stars, famous properties, etc., can get their money in advance. The backing comes from a special fund established by admission taxes.

The French film industry has finally come face-to-face with the television competition that played havoc with American moviegoing some years ago. In other words, Frenchmen are staying home in droves, stepping out to theatres on a selective basis. About 100 features are turned out annually for theatres there while many times that number are made for the television grist mill.

Interest in Lelouch soared in France when two of his features were banned, one for too much sex and one for political reasons. As regards the latter, he made a movie about Russia with the camera hidden under his extra-large raincoat, and the French Government feared the end result might offend the Russians.

Lelouch would like to make a film in Hollywood, but he would like to make it on his own terms and in his own style with no set concepts as regards script, style, etc. American films are well received in France, and they always come through well-made and professional in every aspect. However, they rarely are unusual nor do they surprise French audiences.

UA has world rights to his next, "The Sun Rises in the West," a war film of sorts to be filmed mostly in South America on a budget of two million dollars. AA is also discussing a production deal with him.

"One Man and One Woman" will be shown at the Montreal Film Festival out of competition. Lelouch was supposed to have been a judge there, but he had to bow out due to other commitments. Besides, he doesn't like the responsibility of being a judge nor does he think a film director makes a good one. His film will go into general release come September, when students and others will be ready. Meanwhile, it will play a few key spots to set the stage for later widespread playoff.

## Combined Exhib Convention To Honor IATSE's Walsh

BUFFALO—Dick Walsh will be honored at the annual combined convention of N.Y. and N.J. Allied, Aug. 8-11, at the Concord Hotel, Kiamesha Lake in the Catskills, according to an announcement by Sidney J. Cohen, president, N.Y. Allied, and Howard W. Herman, N.J. Allied head.

At the banquet on Wednesday, Aug. 10, Walsh will be presented with an appropriate plaque to commemorate the event.

Cohen says Walsh will be honored for the "wonderful work he has done in the IATSE and as a great leader commemorating his 25 years of service to this great industry. He also will be honored for the wonderful work he has done for the Will Roger's Hospital and O'Donnell Memorial Research Laboratories. Through his leadership as chairman of the board of the Will Rogers Hospital, we have seen those institutions grow to phenomenal heights, culminating in the recent dedication of the Montague Memorial Library and Study Center. It is a great honor for us to have a part in doing honor to a man so deserving and to do him honor while he is alive and can see the good that he is doing and that such good is appreciated."

## Budco Expansion Continues

DOYLESTOWN, PA.—Claude J. Schlanger, president of Budco Quality Theatres, has announced the acquisition of the Ewing Drive-In, Trenton, N. J. This brings the number of Budco theatres operated in the Philadelphia area to 30.

Schlanger also announced the opening on Aug. 11 of the new Vineland Cinema, located in the Vineland Plaza Shopping Center, Vineland, N. J. He also announced the ground breaking of the new Barn Cinema, which is located just north of the borough limits of Doylestown, Pa. Under consideration by Budco are an additional conventional theatre in York, Pa., and an additional drive-in and conventional theatre for Wilmington, Del.

## RKO Promotes Ventura

NEW YORK—Matty Polon, president of RKO Theatres, announced the appointment of Louis J. Ventura to the post of refrigeration and heating manager.



Joseph E. Levine, president, Embassy Pictures, is seen with Joseph Friedman, left, Paramount vice-president and director of advertising and public relations, and Hy Hollinger, Paramount director of special projects, at a conference at Embassy's New York home office on behalf of the Embassy-Paramount co-production, "Nevada Smith."



## Kennedy Biopic Completes U.S. Premiere Engagements

NEW YORK—"John F. Kennedy: Years of Lightning, Day of Drums," the color feature-length film about the late President Kennedy, has completed its American premiere engagement at the 57th St. Lincoln Art Theatre and Cinema I in New York with an aggregate gross of \$231,953.

In all, 37,002 students and faculty members were accommodated at the Lincoln Art. Special morning and regular matinee performances were utilized to handle the groups, which came from all parts of the metropolitan area.

In accordance with the schedule announced by Embassy Pictures this winter, "Years of Lightning, Day of Drums" has been withdrawn from distribution for the summer months following its New York, Chicago, and Boston premiere engagements. The film will return in the fall, when group sales to students and other youth and adult groups can be more easily facilitated. Key and sub-key bookings for September and October are currently being negotiated by Embassy salesmen around the country.

In the three cities where the Kennedy film has already been seen, it will also return in the fall, with multiple sub-run bookings planned to blanket each metropolitan area, and with a suggested group sales policy again in force.

## MGM Attorney Named Judge

NEW YORK—Joseph A. Macchia, attorney and secretary of Metro-Goldwyn-Mayer, Inc., was appointed a Judge of the Civil Court of the City of New York by Mayor John V. Lindsay.

Macchia was formerly associated with the firm of Davis Polk Wardwell Sunderland and Kiendl and was secretary to Justice J. Edward Lumbard and Surrogate George Frankenthaler. He served as Mayor Lindsay's campaign manager in the Republican Primary of 1958 and the general election of that year for the Congressional seat in the 17th District. He was Lindsay's campaign chairman in the Congressional elections of 1960, 1962, and 1964 and was active in an executive capacity in last year's mayoralty campaign.



Arriving recently at the London Airport prior to the start of British location filming on "Doctor Dolittle," Rex Harrison and his wife, Rachel Roberts, are greeted by the actor's co-stars in the APJAC-20th Century-Fox production, Chee-Chee, the chimp; Polynesia, the parrot; and Sophie, the seal.

## LONDON Observations

by Jock MacGregor

CLUTCHING THE GOLDEN BEAR FOR ROMAN POLANSKI'S "CUL-DE-SAC," Compton's Michael Klinger criticised the London press for the sparse coverage afforded the Berlin Festival's top award compared to the splash treatment it got in many continental papers. He felt greater recognition should be given to British producers for such achievements and was mailing a protest to editors. Their action was not the result of indifference, but in common with many others, they have tired of the ever increasing number of festivals to promote tourism or other local interests, the haphazard, questionable manner in which many are run, and organizers who do little to create excitement—at Cannes, visiting pressmen themselves and publicists do this—or encourage the popular press. Most really only welcome highbrow critics as they are believed to attract better entries: abhor columnists—especially those who tell the truth about festivals. Later, in his trade press conference, Michael really answered his complaint when he alleged that, as at some other festivals, to please all, only one major award goes to a country. He felt this system prevented Polanski, Lionel Stander, and Lynn Redgrave (for "Georgy Girl") winning directing or acting accolades. Actually, there has been little interest in Berlin here this year, and there is growing thought that it has overstayed its welcome.

RANK AUDIO VISUAL'S EDMOND CHILTON, WHO IS AMERICA BOUND for the audio visual exhibition in Chicago, and his aide, Michael Charles, proudly showed me their spacious new showroom in which practically everything for the commercial theatre, business projection room, lecture hall, and the like—to say nothing of studio, photographic, and other ranges—are on display. At the touch of a button, a corner becomes a self-contained operational theatre. Most fascinating item is the new Mellotron Sound Console which offers 1260 effects, ranging from the plain rude to the celestial. Not unlike a small modern piano, it is admirable for tv, radio, and theatre work and can cut considerably the time for dubbing effects for feature films. Costing around \$10,000, it is being grabbed by studios at home and abroad. Individual tracks can be quickly changed for local requirements. I laughed when Ed sat down to play, to quote that old ad, but was soon enjoying myself creating battle, jungle, and crowd noises with the greatest of ease. It will be a special boon for newsreel editors.

WITH "TELEVISION" HAVING NOW REPLACED "TRADE" TO MAKE CTBF stand for Cinema and Television Benevolent Fund, commercial tv personnel joined Film Publicity Guild members in running side shows at the garden party at Glebelands, the fund's southern convalescent and rest home. There was a good turnout of distributors and exhibitors but few studio personalities and artists. Once this was a star-studded occasion, and I was sorry for newsreel cameramen trying to create a story. Many guests were seeing this beautiful estate for the first time. Still more at all levels should be invited. Not only would they realise how well their contributions are spent, but they could bolster the side-show takings which can hardly have defrayed the costs of the day. All had an enjoyable afternoon, but none more than American producer-writer George Axelrod's son, Dick. For a few shillings, he all but cleared the Granada Liquor Stall prizes.

AT THE BUFFET LUNCH FOLLOWING THE "VIRGINIA WOOLF" PRESS show, Arthur Abeles explained why he had rushed it into the recently rebuilt 500 seat Curzon instead of holding it for a Warner Theatre date. He felt he should cash in on the enormous publicity resulting from the American opening—the Daily Express even flew critic Leonard Mosley to review immediately from Hollywood—though it meant foregoing a royal premiere in October. His decision is paying off. The reviews and press stories have been fabulous, and on the opening day, more than \$3600 was taken. A year's run could easily result, but Arthur, having tasted blood, may well speed the provincial openings. On the same evening, Warner Pathe publicity chief Leonard Samson's own play, "The Waiting Game," opened at the Arts, and next morning he must have found himself torn between which reviews to read first.

IN THE WHITE ELEPHANT, NORMA FOSTER, ONE OF OUR MOST GLAMOROUS and best dressed young actresses who I feel has not had the chances she deserves, surprised me by asking me to the end-of-term play which she had produced with Theatre Workshop students. I did not know that she filled in her time teaching and doing such things and surprised her by turning up. It was a worthwhile experience. A former Miss South Africa in the Miss World contest, she revealed a sound grasp. I am happy to hear that she may now be getting her break. Leonard Lightstone has cast her for an important part in Embassy-Paramount's "Spy With A Cold Nose." . . . It may surprise American exhibitors who are continually crying for more product that in this buyers' market, most distributors have had pictures on the shelf for a long time. The circuits use two programs weekly, and many sales chiefs are loath to let pictures go on "floating" or independent release. Now after 3½ years, "A Child is Waiting" is opening at the London Pavilion. . . . The Reade Sterling release, "I Was Happy Here," which Desmond Davis and Roy Millichip produced with Sarah Miles starring for Rank, opened in opposition to "Virginia Woolf" but received friendly, flattering reviews. . . . Call it cooperation or sound sense. Since Sunday business has been off at Horsham where ABC and Rank own the two theatres, they have agreed to open alternate Sundays. . . . I have often read about stars who were discovered as waitresses. Now a blurb tells me about an actress who works Saturdays at a Chelsea bistro to keep "in touch with reality in contrast with the make believe world of films." It is a thought. I am still wondering if that illiterate scrawl asking how the writer could get a "role in a film" came from a leg-pulling vacationer or if there really is an frustrated actor in Ballybunion, Co. Kerry, Ireland. The address will be forwarded to any interested party! . . . Studio chief electrician Len Prout has stepped down from the gantry to become a Mole Richardson agent.



## ALBANY

Opening of Twin City Drive-Ins, Menands, N.Y., was announced by Esquire Theatres of America general manager Edward Stokes to take place on or about July 20.

This was the final deadline for completion of a 750-car section facing east and a 500-car area facing west. The latter, veteran operators said, should be able to go into nightly operation "10 or 15 minutes earlier, because the sun will be setting behind the screen."

Stokes added there are still tentative plans to erect two hardtops down front, work to start next spring. Buchman Brothers, Albany contractors-developers, are building the dual automobilers, which will have a concession building capable of serving 1,000 people. Picnic tables will be set outside, alongside a children's play area. First-run films are to be shown, and the bills for each section will be different. . . . Camp Thacher, Inc., name of the non-profit membership group under which a summer camp for needy boys is operated (formerly by Albany Variety Club and now by Capital Newspapers), has been changed to Camp Thacher Fund, Inc. . . . Turnpike Drive-In, Guilderland, ran a newspaper advertisement for a "person with some knowledge of the food business" to serve as manager of its concession stand. Alan Iselin conducts the ozoner, managed by Bill Barrington. . . . Colony Theatre, Schenectady, is now air-conditioned, through the use of two 10-ton Carrier units, which went along with the purchase by George Thornton and John Wilhelm from previous operator and to which a roof "recirculating" tank has been added. "The Russians Are Coming," United Artists comedy hit, premiered at Colony July 13. House is not closing this summer.

## BUFFALO

Anne McIlhenney Matthews, commenting on the story behind "The Blue Max" medal in her column in the Buffalo Courier-Express, said: "Of significance-and pride-to Buffalo is that the screen play is based on the best-selling novel of the same name by Jack D. Hunter, former resident of Kenmore and a former Courier-Express newspaperboy. He now lives in Wilmington, Del." "The Blue Max" is at the Kensington on a reserved seat basis. . . . Alfred E. Anscombe, past chief barker of Tent 7, Variety Club of Buffalo, has been appointed by Governor Rockefeller to the Board of Visitors to the West Seneca State School. . . . "The Sound of Music" will wind up its lengthy engagement (68 weeks) July 12 at Shea's Teck. It will be followed by a vastly different film, "Dear John," the controversial Swedish production. . . . Jerry George, manager, Buffalo branch of National Theatre Supply Company, presented a check for the Will Rogers Hospital Fund to Sidney J. Cohen, president, N.Y. Allied, who is also a member of the executive committee of the hospital. The money was accumulated from the sale of carbon drippings by the projectionist members of the various IATSE locals. . . . A theatre is among the tenants listed for the Clintwood Plaza, slated to become the largest in Brighton, near Rochester, and scheduled to be ready for Easter business in 1967.

## CINCINNATI

Tri-State area exhibitors were quite satisfied with the opening of the summer season. A number of new releases added stimulus to the varied film fare. . . . The Keyes brothers—Bob, Bill, and Jack, operators of the Victory Theatre, Dayton, O., opened the Old English

Pub next door to the theatre. The pub, styled in Old English decor, is expected to add zest to the city's night life. . . . Chakeres Theatres' new 1000-car deluxe Melody 49 Drive-In, northern Dayton, O., opened July 1. . . . Carl Reardon, district manager for General Cinema Corp., Boston, was here to inspect the progress of the company's new theatre being built in the Western Hills area. . . . Guy Stockwell, star of Universal's "Bean Geste," and Henry Szarek, cast member, were in to promote the film which opens on a multiple run Sept. 7. Also in town were Lou Marks, MGM central division sales manager; Ray Schmertz, 20th-Fox district manager; and Nick Wanchic, U.S. Public Health Service, St. Louis. . . . Branch managers Milton Gurian, AA, and Ralph Salyer, WB, visited the Chakeres Circuit, Springfield, O. . . . Jack Haynes, general manager, Cincinnati Theatres, has returned from European vacation.

## CLEVELAND

"Khartoum" opened a reserved seat engagement at the Stanley Warner Great Northern with daily matinees at 2 p.m., evenings at 8:30 p.m. . . . Doris Day's "Glass Bottom Boat" opened a six theatre spread around town, being the holiday attraction at the Center, Mayfield, Lake, Granada, Willow, and Yorktown. . . . Stanley Donen's "Arabesque" opened a five theatre-two drive-in run. . . . Joseph E. Levine was in town to give "Nevada Smith" a big sendoff. . . . Associated Theatres Madison Skyway Drive-In, North Madison, was closed when fire broke out in the screen tower and leveled it. They hope to reopen soon. . . . Elvis Presley's "Paradise, Hawaiian Style" opened a 14 theatre run. . . . The Elizabeth Taylor-Richard Burton vehicle, "Who's Afraid of Virginia Woolf" opened at the downtown Palace, the westside Riverside, and the Richmond. . . . Harold Kaplan, Hipp projectionist, was back on the job after a checkup in the hospital. . . . Manager Jack Silverthorne, Hipp, has been very successful with his 50 cent Wednesday matinees for the ladies, along with free coffee. There was just one hitch—the male clan, young and old, were forced to pay the regular admission price but didn't get in on the free coffee and cakes. Manager Silverthorne will give the gentlemen their day on Friday afternoons each week with a 50 cent admission price and free coffee and cakes. . . . Another shake-up in the projectionist schedule will no doubt occur with the opening of Loew's two new shopping center theatres, the East and West. . . . The Ezella, for years a landmark on Superior Ave., is the next victim of the hatchet man. The building is up for sale, and the theatre will close and be dismantled.

## COLUMBUS, O.

"The Ten Commandments" at the Ohio in a fifth week is showing exceptional staying power. . . . "Who's Afraid of Virginia Woolf?" went into a third week at RKO Palace. . . . "Stagecoach" had its Columbus first run at CCC, Riverside, West Fifth Avenue, and Eastside auto theatres. . . . Ordinance was introduced in Whitehall City Council to grant a revised franchise for CATV service in the Columbus suburb to Multi-Channel Cable Co. of Portsmouth, O. New pact calls for a 12-year franchise and a \$10,000 bond. . . . Central Ohio theatres will face strong opposition during the 12-day Ohio State Fair here Aug. 25-Sept. 5. The entertainment list includes Bob Hope, Perry Como, Art Linkletter, the NBC-TV "Today" Show with host Hugh Downs, Herman's Hermits, Rhodes Brothers, The King Family, Jody Miller, Fuller

Brothers, Paula Wayne, Jimmy Dean, and Chuck Casey Singers. Admission to the entertainment area is free after payment of the \$1 gate fee for adults and 25 cents for children.

## DALLAS

I. B. Adelman reopened the Casa View D-I. The theatre has been closed for some time and was remodeled for the reopening. The reopening of the Casa View raises to three the number of movie houses operated here by Adelman. The other two are the Delman and the South Loop D-I. . . . Ross Morgan, Dallas Columbia office, was selected as the company's "Man of the Week." . . . Betty Owens was the installation officer for the 1966-67 Women of the Motion Picture Industry. New officers include Marie Russey, 20th Century-Fox, president; Dorothy McCann, Continental Films, first vice-president and program chairman; LaVerne Gordon, Interstate Theatres, second vice-president and membership chairman; Joyce Cooper, United Artists, treasurer; Patricia Knott, United Artists, recording secretary; and Jo Ann Johnson, Central Shipping, corresponding secretary. . . . Ivan Rider, who is director of the stage production of "Little Mary Sunshine" at the Theatre Center, will have a film entry in the Venice Film Festival. He is assistant producer of "Poppycock," a short which will be the official U. S. entry in its class. A previous film short of his, "Help, My Snowman's Burning Down," won the Venice, Cannes, and Brussels awards. . . . The employees of the Rebel D-I which recently opened at Carrollton wear rebel uniforms while on duty. . . . Raymond Willie, vice-president and general manager for Interstate Theatres, has completed negotiations with 20th Century-Fox for "The Bible" to open in mid-October at the Inwood as a roadshow attraction. The film will also open roadshow engagement in Houston and San Antonio. A special preview of the film was held for clergymen and civic leaders. . . . Lou Walters and his wife, Lou Walters Sales and Service Co., have returned from a vacation trip which took them to Phoenix, Los Angeles, San Diego, and Las Vegas. . . . The opening day showing of "Lady L" at the Fine Arts was sold to Johnson Chrysler Plymouth, with the regular run opening the following day. . . . Smoking is now being permitted in the balcony of the Delman. . . . Wayne Newton, whose voice is heard singing "Stagecoach to Cheyene" in the film "Stagecoach" now in its third week at the Majestic, appeared for two weeks on the bill with Jack Benny at the Dallas Summer Musicals at the State Fair Music Hall. . . . A contract has been awarded to Wininger-Tarco to demolish the historic Majestic in Fort Worth, Tex. for \$42,500. The site will be a part of the new \$15,000,000 convention center being built in the downtown portion of the city.

## DES MOINES

Russell Doughten, Jr., president, and Roy Messerschmidt, vice-president, Heartland Productions, Inc., Iowa-based film company, left for New York with the first prints of "The Hostage," first film produced by the firm. The film will be shown in New York to three major distributors. The full length Technicolor motion picture was filmed in the Des Moines area. . . . Art Hulsing opened the newly remodeled Lake, Lake View, Iowa. The house was purchased in the spring after being closed for several years and completely remodeled. . . . Don Hunt has taken over the



operations of the theatre at Granville, Iowa. . . . The Varsity, Ames, Iowa, was closed for two days during installation of a new sound system.

## DETROIT

The new Village Theatre, in Troy, a nearby suburb, will open July 20, according to owners Suburban Detroit Theatres, Inc., operated by Richard and Eugene Sloan. Its first attraction will be "What Did You Do In The War, Daddy?" The theatre will play first run product catering to the Birmingham-Bloomfield-Troy area and surrounding communities. Harry Goldman, veteran Detroit manager, after 14 years with the Wisper and Wetsman Circuit, has assumed the post of manager of the new house. The house boasts the newest in sound, seating, air conditioning, carpeting, and lounge facilities. . . . Dillon M. Krepps, silver haired dean of downtown Detroit managers, retired as general manager of the first-run roadshow United Artists Theatre. Krepps has been in show business some 40 years, much of it with the United Artists Circuit, which operates the Detroit house. Carl V. Carlson, appointed house manager only two days after Krepps assumed his own post, will succeed him as general manager.

## HOUSTON

Interstate Theatres is scheduled to open its new Parkview in Pasadena on July 21. The 900 seat theatre will be similar in design to the circuit's Clear Lake near the Manned Spacecraft Center. Richard Melton, now manager of Interstate's River Oak, will take over duties as manager of the Parkview. Lemuel Newton, manager at the Village, will take over at the River Oaks, with Majestic assistant manager Wesley Welles moving over to head the Village. . . . At the Delman, Ellis Ford is being replaced by Miles Hoanen as manager, with Ailene MacIntosh taking over duties as assistant manager. . . . Ray Boriski, operator of the Alray, art film house, has booked Federico Fellini's "8½" and "Juliet of the Spirits" together on one bill to open in August, so that patrons can compare the two pictures. . . . Henry Szarek, the former Foreign Legionnaire, accompanied Guy Stockwell on a visit here to promote the showing of "Beau Geste." . . . The Clear Lake near the manned Spacecraft Center and the Parkview in Pasadena are among eight new film houses built or being built by the Interstate Circuit under its \$6,000,000 construction and remodeling program. New theatres for the circuit include those in Richardson, near Dallas; Hurst, near Fort Worth; San Antonio; South Fort Worth; El Paso; and Abilene. The chain has also refurbished or remodeled many of its 82 theatres in the state. . . . A prize of \$50 is being offered to the most interesting answer to the question, "What did you do in the war, daddy?" in a contest sponsored by the Metropolitan and the Houston Chronicle.

## JACKSONVILLE

Mercedes McCambridge donned a construction worker's hard hat and joined in the ground-breaking ceremonies for Florida State Theatres new Sunny Isles Theatre, under construction in the Miami area at Eastern Shores. Also taking part in the ceremony were FST president Louis J. Finske; FST district supervisor Harry Botwick; Mayor Sherman Winn of North Miami; and Mayor Arthur Snyder of North Miami Beach. The Sunny Isles is the first Miami theatre to be designed with twin auditoriums. Approximately 1,250 modern Heywood-Wakefield

rocking chair seats will be used, with a minimum of 42 inches between rows for maximum comfort. The architect is Robert Collins of Coconut Grove. . . . Members of the Motion Picture Charity Club of Florida and the local Women of the Motion Picture Industry co-sponsored a hillbilly jamboree dance at the Woodmen of the World auditorium. . . . A large contingent of local WOMPI members is planning to attend the annual WOMPI international convention Sept. 30-Oct. 2 at the Hotel Savery in Des Moines. . . . Bob Jones, Marty Shearn's assistant at the downtown Center, is commuting daily between here and Palatka while he acts as relief manager for Alvin Hodge at the Howell, Palatka. . . . Bill Goewey is traveling daily between his local home and the Florida, Gainesville, where he is acting manager. . . . Patrons of the San Marco Art, a unit of the FST circuit which is managed by WOMPI Iva Lowe, are receiving a clever and novel "Dog Days Calendar" which provides them with descriptive materials on San Marco programs from July 1 through Aug. 18. . . . Walter King Hatcher, 75, a founder and retired vice-president of the Royal Crown Cola Co., died in a Jacksonville hospital following a brief illness.

## MIAMI, FLA.

Wometco Enterprises, Inc., announced that it had entered into an agreement to purchase the full-line automatic vending and industrial food service operation of Castell Vending Company and Fresh Brew Coffee Service, Inc., headquartered in Alexandria, Va., for a purchase price in excess of \$200,000. Van Myers, senior vice-president, said that the new acquisition would be operated jointly with Wometco Coffee Time, Inc., headquartered in Brentwood, Md. . . . The Columbus, Freeport, Grand Bahama Island, was set for an Aug. 4 opening. . . . The Miami News was tied in with Wometco Theatres for a contest in connection with the opening of "Glass Bottom Boat," whereby entrants were to bring an advertisement on the subject and their cameras to the Mermaid Glass Bottom Boat, with the most unique photo to win a \$50 U.S. Savings Bond. There will be 19 other prizes. . . . Dom DeLuise was making personal and press appearances locally in connection with the opening of "Glass Bottom Boat." . . . Krag Collins, North Dade Drive-In, was the recipient of a Distinguished Service Award for Wometco Enterprises, Inc., as a token of appreciation for support of churches by way of film on the screen. The Kiwanis Club of North Dade County made the presentation.

## MEMPHIS

The first night of "Doctor Zhivago" at Crosstown was a benefit for Little City of the Mid-South, with funds dedicated to treatment of mentally handicapped children. . . . Miss Josephine Allensworth was installed as president of Better Films Council at the June meeting-party of the organization. Her sister, Miss Jennie Allensworth, went in as treasurer. The local Council has 1,274 members, making it the largest in the nation, and representing a growth from 282 members in three years. . . . Grover Wray, Exhibitors' Services, announces that Lindy Theatre, Linden, Tenn., closed for remodeling. . . . Paramount, Helena, Ark., has closed for the summer. . . . Jack Worley has requested Film Transit to begin services for Fox Drive-In, Cherokee, Ala. . . . Prairie Theatre, Prairie Du Rocher, Ill., will be closed until Aug. 19. . . . Bill Kendall, manager, Guild, an art house, writes from London: "Beryl Reid in 'The Killing of Sister George' is the best play I've seen since

'Virginia Woolf.' I've tried several times to obtain tickets for Old Vic's 'Royal Hunt of the Sun' and 'Black Comedy,' but to no avail. Tickets are difficult to obtain for the Noel Coward trilogy, also." . . . W. F. Ruffin, Jr., advises that Halls Theatre, Halls, Tenn., closed. . . . The local WOMPI group chose Charles Jones, Manager, 20th Century-Fox, as their "Boss-of-the-Year," and installed his secretary, Mrs. Marianne Bartlett, as WOMPI president at the annual installation banquet, St. Clair Restaurant. Other officers introduced at the installation banquet at Cafe St. Clair were Miss Lois Boyd (Film Transit), first vice-president; Mrs. Margaret Irby (Howco Film Exchange), second vice-president; Mrs. Martha Sappington (Columbia), recording secretary; Mrs. Mary Katherine Baker (United Artists), corresponding secretary; and Miss Jessie Rae Lucy (Malco Theatres, Inc.), treasurer.

## NEW HAVEN-HARTFORD

Melvin Miller of downstate Stamford Theatres and James M. Totman, New England zone manager, Stanley Warner Theatres, have been named co-chairmen of the annual golf tournament of United Motion Picture Theatre Owners of Connecticut on Aug. 8 at Grassy Hill Country Club, Orange. George H. Wilkinson, Jr., Wilkinson Theatre, Wallingford, and UMPTO president, is honorary chairman. The committee also includes James E. Darby, Paramount, New Haven; Maxwell I. Hoffman, Connecticut Theatres, New Haven; Donn Iogha and Leonard Sampson, Nutmeg Theatre Circuit, New Haven; Irving C. Jacocks, Jr., Branford, Branford; Ray McNamara, Allyn, Hartford; Bernard Menschell, Outdoor Theatres Corporation of Connecticut, Manchester; Albert M. Pickus, Stratford, Stratford; Sam Rosen, Lockwood and Gordon Theatres, Hamden; and Sperie P. Perakos, Perakos Theatres, New Britain. . . . Franklin E. Ferguson has installed 606 new seats, plus carpeting and other accoutrements, at the Rivoli, Hartford. . . . Capacity of the Edmund Town Hall Theatre, Newtown, has been reduced from 504 to 412, providing more space between seats. . . . United Artists Theatres, already in Connecticut via the Trumbull, Trumbull; UA Theatre East, Manchester; and near-completed Groton, Groton, is readying plans for hard-tops also in West Hartford and Bristol, the complete details to be disclosed shortly. . . . Redstone Theatres have booked western Massachusetts premiere of MGM's "Doctor Zhivago" for July 27 at the deluxe Cinema 1, West Springfield. . . . A resident legitimate theatre in Stockbridge, Mass., is considered so important by the town's business leaders that they have raised some \$60,000 so far for active support. . . . The Bowl Drive-In, West Haven, opened its new Kiddieland. . . . Attorney Herman M. Levy, executive secretary of United Motion Picture Theatre Owners of Connecticut, and ex-general counsel of Theatre Owners of America, and his wife got back from a European trip. . . . Mrs. Ruth Taylor, senior cashier at the American Theatres Corporation's Capitol, New London, and her hubby Bill are marking their 32nd wedding anniversary. Bill Taylor is on civilian staff at the U.S. Submarine Base, Groton. . . . The Connecticut exhibition community and the state chiefs of police have set a \$100,000 statewide goal for the 1966 Jimmy Fund Campaign. Proceeds will go to the Children's Cancer Research Foundation of Boston. . . . The Hartford Zoning Board of Appeals is considering an application that would permit construction of a twin, second screen at the General Cinema Corporation's 2,070-car capacity



Meadows Drive-In, Hartford first-run. . . . Bushnell Plaza Associates have bought 93,617 square feet of Main street land from the city of Hartford for first phase development of the multi-million dollar deluxe-apartment-commercial complex, including an 800-seat motion picture theatre, to be known as Bushnell Plaza. The two-block tract, bounded by Main, Wells and Gold Streets, was formerly the home of Loew's Poli and Loew's Palace Theatres.

## NEW ORLEANS

The WOMPI group hosted a group of the girls from Holman Center at a swimming party and wiener roast at the home of WOMPI President Mrs. Lillian Sherrick. . . . The T. V. Garrows, father and son, operators of the Plaza, Prentiss, Miss., resumed showings after an interruption of several years. . . . Milton D'Aguilla suspended shows at the Joy, Woodville, Miss., indefinitely. . . . J. Wingate re-lighted the Gay Lee Drive-In. . . . Mrs. Billie

Parker's Hawkins, Newellton, La., along with six business establishments were destroyed by fire. . . . Otto Preminger, presently filming "Hurry Sundown" for Paramount release in Baton Rouge, La., addressed both houses of the Louisiana Legislature, the first time anyone in the film industry was so honored. . . . The Will Rogers Hospital has as regional exhibitor chairman T. G. Solomon, president, Gulf States Theatres; and Herbert Benin, MGM division manager, is regional distributor chairman. Charles Ost, branch manager, Universal, is New Orleans distributor chairman; and Kermit Carr, president, Paramount Gulf Theatres, area exhibitor chairman.

## PHILADELPHIA

Variety Club Tent 13 conducted a baseball outing for the Widener School for handicapped children and they had a fine time. Meyer Adleman, chairman of the welfare board, found it imperative to be in New York; but Dave Dabrow took over for him the transportation and care of the children with David Adleman and Cynthia Adleman and several other Variety Club members also lending their services. The children were given Phillies caps, banners and refreshments generously donated by Berlo Vending Company. . . . Hugh Owen, Paramount Pictures' eastern sales manager, was in for conferences on forthcoming releases. . . . Upstate exhibitor Harry Stiefel was reported in a hospital with a heart attack. . . . Dave Rosen, Mutual Films, has the Czech-made "Sweet Light In A Dark Room." . . . A recent item concerning the opening of Frank Theatres' Atlantic Drive-In, Pleasantville, N.J., neglected to mention that Sam Frank heads the circuit. We want Sam's many friends to know he is still very active on the industry scene.

## SAN ANTONIO

Norman C. Schwartz, manager Aztec, for Interstate Theatres, is Lt. Col. Schwartz for the next three weeks as he goes on active duty with the Army Reserve. Emil Kupca, assistant manager and treasurer, is assuming the additional duties during the absence of Schwartz. . . . Alvin Krueger, manager, Cinema Arts Theatres suburban Laurel, stated that the first week of the roadshow engagement of "The Blue Max" on a reserved seat basis was doing good business. . . . Angie Branson, cashier at the Aztec, has undergone surgery at the Baptist Memorial Hospital. . . . "Theresa," a film produced in France, was to be presented at the second session of the cinema-arts film appreciation summer seminar at St. Mary's University. . . . Other seminar sessions are scheduled July 22, Aug. 5 and Aug. 19. . . . "My Fair Lady" has returned for a multiple return engagement at the San Pedro, Fredericksburg Road, Trail, and Towne Twin drive-ins. . . . Cinema Arts Theatres, Margo's Vogue, and Namus, a magazine supplement in the Express-News, are joining forces to award prizes to 22 drawing winners in conjunction with the showing of "Fireball 500" at the downtown Texas. . . . For the showing of the Walt Disney's "Lt. Robin Crusoe, U.S.N." and "Run, Appaloosa, Run" at Cinema I, Ted Waggoner, manager, instituted a new policy. The box office opens at 10:30 a.m. with the first feature showing at 11 a.m. . . . H. S. McMurtry, operator of the Evelyn, indoor, and the Prairie D-I, Dumas, Tex., has been nominated on the Democratic ticket for county judge of Moore County. . . . Cynthia Del Cummings, daughter of Mr. and Mrs. F. D. Cummings, operators of the Roxy, Stratford, Tex., was recently married to Grant Forth.

A Saturday morning special showing for

youngsters was held at the downtown Texas and the suburban Laurel. Admission was six Pepsi Cola bottle caps or six Mountain Dew bottle caps. The screen feature at the Texas was "5 Weeks in A Balloon" and at the Laurel "Dr. Terror's House of Horror." There were color cartoons at each theatre plus free prizes to those attending. . . . Because of the high interest being displayed in the current attraction, "Who's Afraid of Virginia Woolf?" at the Broadway, Eric Brendler, manager, is opening the doors of the Broadway at 12:15 p.m. with the first showing at 12:30 so that an extra performance can be presented. Interstate is enforcing the ruling that no one under 18 will be admitted unless accompanied by his parent. . . . Tickets for "Doctor Zhivago," now in a road show engagement at the Woodlawn, may be obtained at the local Sears Stores as well as at the H. E. B. food stores. . . . For the patrons of Cinema I and Cinema II, operated by General Cinema Corp., which share a common lobby, a color television set has been placed in operation. The set was placed in the lobby by a local dealer. . . . In conjunction with the opening on July 14 of the Walt Disney release, "Lt. Robin Crusoe, U.S.N.," Cinema I and Cinema II are participating in the Dole Sweepstakes. Blanks are available for participation by patrons. The film has been booked for Cinema I and will open at the end of the run of "Nevada Smith," now in its second week. For first prize in the contest there are five trips to Hawaii, with 10 color television sets as second prize. . . . Phyllis Diller proved so popular a pull in "Boy Did I Get a Wrong Number" that Norman Schwartz, manager, downtown Aztec, has held the film over for a second week, forcing postponement of "A Fine Madness" with Sean Connery. . . . J. S. Worley, operator of the Texas, indoor, and Pioneer D-I at Shamrock, Tex., is the Democratic candidate for state representative, having won the nomination without an opponent in the recent primary. Worley is currently Mayor of Shamrock. He is assured of a seat in the state legislature in the coming election as his district is heavily populated by Democrats. Worley would attend the opening of the legislature in January. His remodeling of the Texas has been completed and the re-opening held on July 1, followed by an open house on July 3 and the formal opening on Independence Day. . . . Mrs. Russell Enlow, wife of the partner of Don Gilbert in the Mission, indoor, and the El Rancho D-I, who had been in ill health for several years, died in Pasco, Wash., while she and her husband were visiting their son. Funeral services were held in that city.

## SEATTLE

The annual Variety Club golf tournament was held at the Elk's Allensmore Golf Club in Tacoma, which with its larger facilities accommodated the increased attendance this year due to the scheduled theatre owners meetings. . . . Ken Allen has been named as a new salesman to the Warner Bros. staff. . . . The premiere of "Khartoum" at the Martin Cinerama was a benefit for Seattle Tent 46, Variety Clubs International, and the Heart and Cancer Clinic at the Children's Orthopedic Hospital. The Variety Club realized \$3,000 from the premiere. Premiere guests met Juliet Prowse of "Irma La Douce" in a reception in the lobby of the theatre. . . . The world premiere of "Namu, the Killer Whale" will be held at the Orpheum Aug. 1. Proceeds from the film will benefit the Seattle Artificial Kidney Center. Ironically, Namu died unexpectedly recently.

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# REVIEWS

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SECTION TWO

Vol. 75, No. 24

July 20, 1966

## ALLIED ARTISTS

### A Man And A Woman

DRAMA  
102M.

Allied Artists  
(Eastman Color)  
(English titles)  
(French-made)

ESTIMATE: Highly enjoyable import fresh from Cannes triumph.

CAST: Anouk Aimee, Jean-Louis Trintignant, Pierre Barouh, Valerie Lagrange, Simone Paris, Antoine Sire, Souad Amidou, Yane Barry. Directed by Claude Lelouch.

STORY: As is her custom on Sundays, Anouk Aimee, a widow, visits her daughter at boarding school as does widower Jean-Louis Trintignant his son. She misses her train back to Paris and meets Trintignant, who offers her a lift back. They become better acquainted. She tells him she works in the technical end of films and that she was once married to a stunt man who was killed on a film. He later explains that he is a race track driver. After an accident, his wife's nerves snapped, and she committed suicide. He asks Aimee to come with him the next weekend to see their children, and they have a delightful day together and with the children. Another week during which he races, he receives a wire from Aimee in which she admits her love for him. He races to Paris to find that she has gone to the school to see her daughter. He continues on and they embrace. They start to spend the night in a hotel room, but the memory of her husband looms out of all proportion. She decides to leave, returning to Paris by train. He drives back and on impulse meets the train where she has to change. This time, their embrace seems to hold more meaning for the future as they are reunited.

X-RAY: This winner of the Grand Prize at the Cannes Film Festival contains a wondrous love story that is simply yet believably constructed to hold audience interest and enthusiasm throughout. While the running time is a bit long, the film captures attention and audience devotion and comes off well. It's refreshingly presented in fine color, effectively interrupted with touches of black and white and sepia tones to make it a bit on the different side. The cast is very good, and the direction and other contributions by the youthful Lelouch are of unusual quality. The art spots should receive better reaction from audiences. Director Lelouch is also responsible for the story and the camera work and gets credit as assistant editor and as co-author of the screenplay with Pierre Uytterhoeven. Incidentally, the music score is also quite impressive. It's a quality offering in every respect.

AD LINES: "Winner Grand Prix, Cannes Film Festival 1966"; "A Wonderful Love Story

That Has Captured The Hearts Of The World's Filmgoers."

## AMERICAN INT.

### Macabro

(Macabre)

NOVELTY  
90M.

Trans American  
(Technicolor)

ESTIMATE: More footage on the "Mondo Cane" order.

CREDITS: Narrated by Marvin Miller; principal direction by Romolo Marcellini.

CONTENTS: Seen are gypsies mauling and painfully manipulating the limbs of tiny children until they are able to perform incredible acrobatic feats; male geishas in Japan; recreational wrestling rites of head-hunting Indians in Brazil; snake eating; drinking the hot blood and devouring the warm entrails of turtles to regain lost youth and virility; primitive healers; Oriental massage with sea-weed; Italian children hung on parade floats in festival celebrations; the induction of a young beauty into a Buddhist convent; men of India washing clothes; the poor of India sleeping in the open; a Scandinavian coffee house where bored young adults sit all night in silence until dawn when they race to the train tracks to play a form of railway roulette in which they neck until the engine bears down on them; an African sorcerer who toys with a live cobra; ant torture of the Makare; naked fisherwomen of Japan; savage bathing beauties; tattooed virgins; etc.

X-RAY: This hodge-podge of oddities the world over is at all times interesting, although a lot of the footage has been seen before. Excellently photographed in Technicolor, and with an intelligent narration by Marvin Miller, many strange sights have been caught. Three or four are not for the squeamish and might well be eliminated, but for the most part this should prove more amazing than disgusting. A few exotic thrills may be present for those to whom this type of film is appealing. This has been well edited, and the Italian cameramen deserve credit for capturing on film some of the strange sights.

AD LINES: "Secrets Of The Forbidden World Revealed By The Hidden Camera"; "Have You The Courage To See The World In The Raw?"

## DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.

## MGM

### Marco The Magnificent

MELODRAMA  
100M.

MGM  
(Foreign-made)  
(Eastman Color)

ESTIMATE: Sweeping spectacle of Marco Polo's trip to China.

CAST: Horst Buchholz, Anthony Quinn, Omar Sharif, Elsa Martinelli, Akim Tamiroff, Orson Welles, Gregoire Aslan, Robert Hossein, Massimo Girotti, Folco Lulli, Lee Sue Moon, Bruno Cremer, Jacques Monod, Mica Orlovic, Mansoureh Rihai. Directed by Denys De La Patelliere and Noel Howard; produced by ITTAC—Paris; Prodi Cinematografica—Rome; Avala Film—Belgrade; a Walter Manley Enterprises, Inc., release.

STORY: In 1271, the Pope sends Horst Buchholz (Marco Polo), pupil of sage Orson Welles, to the Far East on a mission of peace to Mongol Prince Anthony Quinn. In the Holy Land, Buchholz falls into the hands of the cruel masked tyrant Akim Tamiroff, and only through the intervention of desert shiek Omar Sharif is he able to regain his freedom. Later, in Samarkand, he escapes ambush by Mongolian bandits through the friendship of Elsa Martinelli, who loses her own life in her attempt to save Buchholz. Quinn's son, Robert Hossein, orders Mongolian tribesmen to capture Buchholz, but he succeeds in reaching the borders of China, where Buddhist monks give him shelter. Princess Lee Sue Moon hides Buchholz on her river junk, and thanks to her he is finally able to reach Emperor Quinn, where he witnesses a moral dispute between the peace-loving emperor and his war-loving son. When Hossein rebels against Quinn and attempts to take the palace by force, he and his soldiers are routed in a battle in which the new invention of gunpowder is used for the first time. For 17 years, Buchholz remains as a friend of Quinn before returning to Italy.

X-RAY: On almost too wide a canvas, this expensive spectacle of the journey of Marco Polo from Italy to China has been elaborately produced and peopled with internationally known names in primarily cameo roles. While there is action in plenty, unfortunately the spectacle hardly ever comes alive and rarely seems real. Horst Buchholz seems wooden and sullen in the lead role, with Anthony Quinn and Omar Sharif outstanding in support. Elsa Martinelli makes her moments count. There are thousands in the battle scenes, and production, the joint work of three countries, is fine, as are camera work, music, sound, etc. This is based on an original story by De La Patelliere and Raoul J. Levy. It should do best in the action spots as part of the program, although



the names may help sell it down the line. The males carry this, with the females for the main part relegated to smaller parts. It might be mentioned that Akim Tamiroff as the masked old man of the mountain unwittingly furthers the unreality of the production. His interpretation of this weird character enhances the serial aspects of the film.

## 20TH CENTURY-FOX

### Batman

NOVELTY  
105M.

20th Century-Fox  
(Color by DeLuxe)

ESTIMATE: Wham, pow, sock—Holy grosses.

CAST: Adam West, Burt Ward, Lee Meriwether, Cesar Romero, Burgess Meredith, Frank Gorshin, Alan Napier, Neil Hamilton, Stafford Repp, Madge Blake, Reginald Denny, Milton Frome, Gil Perkins, Dick Crockett, George Sawaya. A William Dozier production; directed by Leslie H. Martinson.

STORY: Batman (Adam West) and Robin (Burt Ward) have a narrow escape trying to save Reginald Denny, whose yacht vanishes. West soon learns that the world's four most monstrous villains—Catwoman Lee Meriwether, Joker Cesar Romero, Penguin Burgess Meredith, and Riddler Frank Gorshin, have pooled their resources to outwit him as well as to capture and control the entire world. West learns that the vanishing yacht was merely a decoy to cover the villains' hijacking of a mysterious invention being brought to the U.S. The villains set up headquarters in the rear of a coastal tavern and lure West back for annihilation. He is saved by a porpoise, but the villains persist. They learn that the invention is a dehydrator that can take all the water instantaneously out of people, reducing them to mere flecks of dust. However, in a test they use the wrong kind of water, and the people pop like bubbles when stuck. In the Security Council, they dehydrate nine diplomat members and return to their submarine with nine test tubes of dust. West follows them and a sea battle ensues, during which the test tubes are mixed up. The Coast Guard arrives and takes charge, and West and Ward know that the world is again safe for the time being.

X-RAY: Not too long ago, television discovered an old hero when someone decided to experiment with a Batman serial. The juveniles, along with some oldsters, took the simple hero and his youthful sidekick to their bosoms with high good humor. The program ran high in the polls so Fox decided to try a feature film using the same people. The end result has a potential similar to its television counterpart. There's lots of action, suspense-filled situations, deliberately corny dialogue, and properly hokey performances; lots of gadgets; good direction and superior production values. The color photography is particularly noteworthy. Let the proper audience know about the playdate, and they should turn out. This was written by Lorenzo Semple, Jr., based upon the characters created by Bob Kane appearing in Batman and Detective Comics Magazine.

## UNIVERSAL

### Beau Geste

MELODRAMA  
103M.

Universal  
(Technicolor)

ESTIMATE: Remake is acceptable melodrama.

CAST: Telly Savalas, Guy Stockwell, Doug McClure, Leslie Nielsen, Robert Wolders, David Mauro, Leo Gordon, Michael Constantine. Produced by Walter Seltzer; directed by Douglas Heyes.

STORY: When a French Foreign Legion relief column approaches a besieged fort in the middle of the desert, they find that one survivor is all that remains of the entire force, wounded Guy Stockwell. As he recovers, he recalls joining the Legion to cover up for a theft by a friend, who married the girl he loved. His brother, Doug McClure, follows, also enlisting for five years. The new recruits are assigned to sergeant Telly Savalas, a mean, brutal though efficient soldier. He has been threatened by an anonymous letter written by one of the new recruits, and he is determined to make life miserable for them until he learns who did it. Since he suspects Stockwell, he bears down hard on him. Stockwell refuses to knuckle under, winning the admiration of the others. They are assigned to the fort in the desert where tension mounts between Savalas and the men until they are aroused to open mutiny. He shoots some, and as they are about to kill him, the fort comes under attack by Tauregs. Wounded commanding officer Leslie Nielsen admits to Stockwell that he wrote the letter, after which he dies. Savalas is in command. The men are killed off during the attack with only Stockwell, McClure, and Savalas left. McClure is killed by the bullet of a wounded Taureg. A fight between Stockwell and Savalas results in the latter's death as the relief column approaches. Stockwell loses his arm and will be mustered out to return to the girl he loves.

X-RAY: This remake of the classic of courage, adventure, and cruelty in the desert and the French Foreign Legion of yesteryear emerges as acceptable fare for the show. There are moments of high interest, as well as passages filled with conversation that make the proceedings seem overly long. Performances range from good to fair, while direction and production are adequate. The use of color is an asset. Now, if comparisons between this and earlier versions of the Percival Christopher Wren classic adventure yarn are sought by the reader, they must be found elsewhere. This reviewer can't recall the earlier releases in detail, and to generalize or depend on reputation would be unfair. The screenplay is by Douglas Heyes. A word of praise should be inserted for the record for the impressive job turned in by villainous Telly Savalas.

AD LINES: "A Great Classic Adventure Comes To The Giant Screen. It's All New And Packed With Thrills And Excitement"; "Join The French Foreign Legion On A Mission Loaded With Danger, Excitement, And Thrills."

### Incident At Phantom Hill

WESTERN  
88M.

Universal  
(Technicolor)  
(Techniscope)

ESTIMATE: Fair Western.

CAST: Robert Fuller, Jocelyn Lane, Dan Duryea, Claude Akins, Noah Beery, Linden Chiles, Tom Simcox, Paul Fix, and Denver Pyle. Produced by Harry Tatelman; directed by Earl Bellamy.

STORY: A Union convoy carrying a million dollars in gold is attacked at Phantom Hill by Rebs led by Dan Duryea. Before being captured, Duryea manages to hide the gold in Indian territory the Army is treaty-bound

not to enter. After the war, Duryea is promised freedom if he will lead a group of undercover volunteers led by Robert Fuller and Tom Simcox to the cache. Just before leaving, the local Marshal talks Fuller into taking Jocelyn Lane, a woman of dubious reputation, to the next town. Lane is forced to stay with the group after an Indian attack. After finding the gold, a gang led by Denver Pyle ambushes Fuller's group, but are killed in the fight that follows. Duryea manages to escape after killing Noah Beery and Linden Chiles, two of Fuller's men. He takes Lane and the gold, leaving Fuller and Simcox unarmed to fight another band of approaching Indians. Fuller and Simcox outwit the Indians and set out in pursuit. They intercept Duryea and Lane. In the fight that follows, Fuller is given a gun by Lane and kills Duryea. Lane and Fuller ride off in the sunset to better times.

X-RAY: Television favorite Fuller and reliable villain Duryea may draw in this lightweight programmer. Emphasis is on gore, not performance, with the use of color highlighting blood as well as scenery. The supporting cast is average with the exception of Lane, an English import who does not impress in this role. Direction and production values are fair. Screenplay is by Frank Nugent and Ken Pettus, based on a story by Tatelman.

AD LINES: "Gold And A Woman Sear The Desert"; "Action and Death Stalk the Path to One Million In Gold."

### Torn Curtain

MELODRAMA  
128M.

Universal  
(Technicolor)

ESTIMATE: Good Hitchcock thriller should be a winner.

CAST: Paul Newman, Julie Andrews, Lila Kedrova, Hansjoerg Felmy, Tamara Toumanova, Wolfgang Kieling, Gunter Strack, Ludwig Donath, David Opatoshu, Gisela Fischer, Mort Mills, Carolyn Conwell. Directed by Alfred Hitchcock.

STORY: Aboard a steamer carrying a group of scientists to Copenhagen for a scientific convention are American scientist Paul Newman and his assistant and fiancée, Julie Andrews. He is contacted and given a book which arranges a mysterious meeting. This puzzles Andrews, especially after he tries to send her back to the States, practically breaking their engagement. She follows him on a plane that takes him to East Berlin where he announces his defection to the Communists before a news conference. Actually, he hopes to work with anti-missile expert Ludwig Donath, get a missing ingredient needed by the U.S., and then escape. Andrews is unaware of his assignment and can only think that he has deserted his country. She elects to remain and work with him. He makes contact with the underground on a farm and is followed by a security agent, who is killed to prevent Newman's exposure. At the University, the disappearance of the security agent holds up his collaboration. Andrews steps in to talk to Donath after Newman reveals all to her. His contact at the university urges him to get out fast. He tricks Donath into giving him the formula as an alarm is broadcast by the security police, who now know he is an agent. The underground gets them part of the way back to Berlin. They are befriended by refugee Lila Kedrova, who prevents their arrest. After several narrow escapes, they get away to Sweden and safety.

X-RAY: Suspense creator Alfred Hitchcock concentrates more on espionage and chase than on horror and murder in this entry, and he gives good measure of thrills and entertainment to viewers. There are a few soft spots,  
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but this won't deter the fans of Hitchcock or those of Paul Newman and Julie Andrews, who number in the millions. The good performances and the fine production values are aided by fine color camerawork, and a bit of extra effort will show at the boxoffice. It would appear that audiences will be most eager to see Andrews in her first suspense thriller and to catch more of Newman, who has made quite a splash in the area of mystery suspense with his recent "Harper." A talented supporting cast aids the screen charade in impressive fashion. The screenplay by Brian Moore is based on his original story.

AD LINES: "Julie Andrews And Paul Newman In An Alfred Hitchcock Adventure In Suspense"; "An Espionage Thriller That Tears Through The Terror Of The Iron Curtain."

## MISCELLANEOUS

## Death Watch

DRAMA  
88M.

Beverly Pictures

ESTIMATE: Arty offering with limited appeal.

CAST: Leonard Nimoy, Michael Forest, Paul Mazursky, Robert Ellenstein, Gavin McLeod. Produced by Leonard Nimoy and Vic Morrow; directed by Vic Morrow.

STORY: In a French prison, three prisoners share a cell. They are Michael Forest, condemned murderer awaiting execution, who is one of the leaders in the prison; Paul Mazursky, a thief with homosexual tendencies, who has been close to Forest as well as an admirer of his; and Leonard Nimoy, a petty thief, who seeks the admiration and friendship of Forest, offering Mazursky competition. There are sessions in the punishment section, conversations relating some of the crimes, etc. The competition between Mazursky and Nimoy becomes intense, and Nimoy is determined to do anything he can to win over Forest. He eventually takes Mazursky's life, only to be rejected by Forest.

X-RAY: Based on a stage play and "Haute Surveillance" by Jean Genet, this offering is grim, uncompromising drama that dwells on the hopes, twisted emotions, and ravings of men imprisoned for a variety of crimes against society. Sets are limited, with much of the interest dependent on the conversational by-play in the small cell in which the three prisoners are confined. Those with artistic tastes may be impressed with the on-screen unreeling; others may be repelled by the talk-fest or just bored by the confinement. The performances are efficient, and direction and production are impressive for what it's supposed to be. Seekers of the off-beat will find their fill here. The screenplay is by Barbara Turner and Vic Morrow.

AD LINES: "Three Men In A Cell Wait And Watch For Death"; "Thrill To The Unusual In Film Making."

## Intimacy

DRAMA  
87M.

Goldstone Film Ent.

ESTIMATE: Fair, offbeat drama for adults.

CAST: Jack Ging, Joan Blackman, Nancy Malone, Jackie DeShannon, Barry Sullivan. Produced by David Heilweil; directed by Victor Stoloff.

STORY: Business tycoon Barry Sullivan fails to bribe government official Jack Ging into awarding his firm a big contract. He hopes to blackmail him by sending prostitute Jackie DeShannon into his hotel room and photographing what follows by means of a two-way mirror and a hidden movie camera. Watching the film, Sullivan learns that Ging sent the prostitute packing; that Ging's marriage to alcoholic Nancy Malone is about over; and that Ging was having an affair with Sullivan's wife, Joan Blackman. The shock kills Sullivan, who now will never know that Ging decided to stay with Malone and award Sullivan the vital contract.

X-RAY: This offers a variation on a well-worn theme in its film within a film idea. Although limited in scope to its one hotel room set, the hidden camera blackmail yarn holds the interest and features fine performances by the entire small cast. This has possibilities for both the exploitation houses and adults as part of the program in general spots.

AD LINES: "If You Found Your Wife With Another Man, What Would You Do?"; "When You Mix Business With Girls, Watch Out For The Hidden Camera."

A Pilgrimage For Peace:  
Pope Paul VI Visits America

DOCUMENTARY  
56M.

Roberts Productions  
(Technicolor)

ESTIMATE: Effective documentary.

CREDITS: Produced by Joseph L. Roberts; writer-director, Carl Allensworth; narrated by Phil Tonken.

CONTENT: The cameras follow Pope Paul VI during much of his visit to the U. S. on Oct. 4, 1965, for a 14 hour period. To be seen are his arrival at John F. Kennedy International Airport; the welcoming by the Archdiocese of New York in St. Patrick's Cathedral; the meeting of the Pope and President Johnson at the Waldorf-Astoria Hotel; The Pope's major address on peace before 3,000 in the UN General Assembly; the visit to Holy Family Church to meet with leaders of other faiths; the Mass at Yankee Stadium attended by over 90,000; the visit to the Vatican Pavilion at the World's Fair; and his departure for Rome.

X-RAY: Obviously, this documentary has greater impact for persons of the Catholic

faith. Still, others will find the proceedings interesting and informative. The historic occasion of the first visit to America by any Pope and his impassioned plea for peace will be appreciated by people everywhere who have an interest in the world around them. It's colorfully presented, well edited, and interestingly developed, and there are obvious tie-ups possible with local church groups, historical societies, etc. Special showings may even be in the offing for organizations, or it can fit in on the show with an appropriate co-feature.

AD LINES: "A Complete Presentation Of The Pope's Recent Visit To America"; "The Prince of Peace Makes A Historic Visit To America."

## FOREIGN

## The Mystifiers

MELODRAMA  
115M.

Goldstone Film Ent.  
(Dubbed in English)  
(Franco-Italian co-production)

ESTIMATE: Suspenseful crime meller.

CAST: Michel Auclair, Claude Dauphin, Jose Giovanni, Michele Mercier, Daniela Rocca, Jean Rochefort, Charles Vanel. Produced by Julien Derode; directed by Jacques Deray.

STORY: A crime syndicate headed by Charles Vanel plans a quick turnover in handling a cargo of dope. Jean Rochefort, whose mistress is Vanel's wife, plans an elaborate double cross. He kills the messenger carrying the dope and steals the money. A complicated series of circumstances now force him to kill other members of the suspecting syndicate until he himself is killed by the wife of one of the members of the gang.

X-RAY: This detailed story of a wealthy Parisian gang of dealers in dope and the elaborate double cross that leads to their individual murders contains a wealth of detail that holds the interest for its entire actionful although lengthy running time. Production and direction are first rate, and the action is most natural. The dubbing is an excellent job. The many exterior shots enhance things. Outstanding is Jean Rochefort as the double crosser and murderer, but several of the others are not far behind. The somewhat abrupt ending, the killing of Rochefort by the wife of one of those he crossed, may surprise some. This should do okay as part of the program especially in those spots where foreign-made product is acceptable. This has a screenplay by Jose Giovanni, Claude Sautet and Jacques Deray from a book by Alain Reynaud Fourton.

AD LINES: "How To Acquire A Half Million Dollars By A Few Simple Motions That Almost Anyone Can Do—Pull A Trigger Again, Again, and Again"; "An Icy Exercise In Suspense."



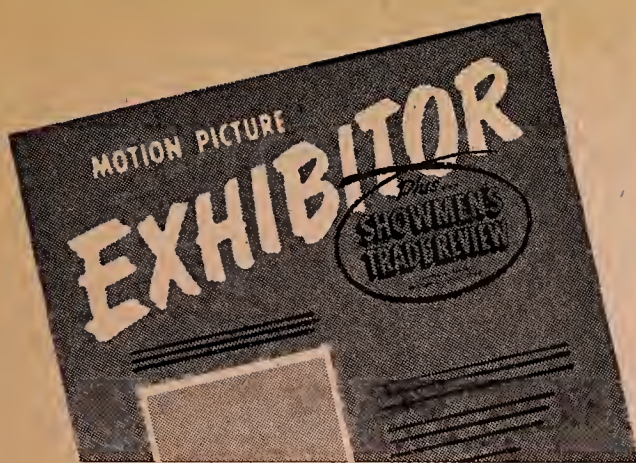
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 10th Victim, The—92m.—Emb. .... 5357  
 That Darn Cat—116m.—BV ..... 5325  
 That Man In Istanbul—117m.—Col. .... 5362  
 This Property Is Condemned—110m.—Para. .... 5414  
 Thousand Clowns, A—118m.—UA ..... 5351  
 Three On A Couch—109m.—Col. .... 5409  
 Thunderball—131m.—UA ..... 5359

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July 20, 1966

SECTION THREE  
Vol. 75, No. 24

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. —19107.

## "Blue Max" Captures Boston

Sack Theatres' General Manager Alan Friedberg made an all-media promotional tie-in with the Westinghouse outlet in Boston, WBZ radio and television, culminating in the New England Premiere of 20th Century-Fox's reserved-seat attraction "The Blue Max" at the new Sack Cheri Theatre. Using as a basic theme for the promotional tie in: "WBZ—the greatest air show on earth; "The Blue Max"—the greatest air show on screen," the number one-rated radio and television outlet in Boston and the top Boston motion picture circuit joined hands in a campaign involving more than \$100,000 in radio, television, newspaper, bill-board and aerial advertising. The basic copy line was plastered on bill-boards, buses, taxi-cabs, and subway two-sheets. Reciprocal slugs in newspaper ads heralded the promotion as did the trailers on the screens of the six Sack Theatres. WBZ disk jockeys talked it up 'round the clock and vintage planes towed banners over beaches and highways.

For the premiere night, the station's full complement of D.J.'s attended dressed as German fighter pilots of the World War I era and broadcast live from the theatre to the delight of a first night audience comprised of WBZ's faithful listeners, city and state dignitaries and members of the consular corps including the German consul of Boston Wilhelm Schmidt-Pauly. Outside the theatre, klieg-lights lit up the sky and spotted air-craft resembling the planes flown in the World War I era. The planes flying smartly in formation, saluted the premiere and carried the promotional legend. Inside the theatre, attending guests were treated to a pre-theatre champagne party hosted by Boston movie magnate Ben Sack.

The regular engagement of "The Blue Max" began at the Cheri the following day, with a reserved-seat policy of two performances daily. It is the first road-show attraction for the theatre which opened in February. Located opposite the new Sheraton-Boston Hotel in the multi-million dollar Prudential Centre complex the Cheri features "drive-up" parking in a garage constructed atop the theatre.

## Dell Has 'Swinger'

Paramount Pictures and Dell Publishing Company have set a major promotional tie-in on George Sidney's Ann-Margret starrer, "The Swinger," with Dell issuing a paperback novelization of Lawrence Roman's screenplay.

With a full-color cover keyed to Paramount's campaign for the Technicolor comedy-with-music, Dell will publish the book in November to tie-in with Thanksgiving holiday openings of the motion picture.

## "Modesty Blaise" Chi. Premiere For Night Owl Film Fans



This swarming crowd of hipsters, swingers and night owls formed recently at the boxoffice of the Woods, Chicago, at four a.m., for the American premiere of 20th Century-Fox's "Modesty Blaise."

## The 'Alfie' Book

In a major book promotion for Paramount Pictures' "Alfie," Ballantine Books will publish a paperback edition of Bill Naughton's original novel.

Set for publication in August, the "Alfie" book will have a full color cover keyed to Paramount's campaign for the Technicolor comedy-drama.

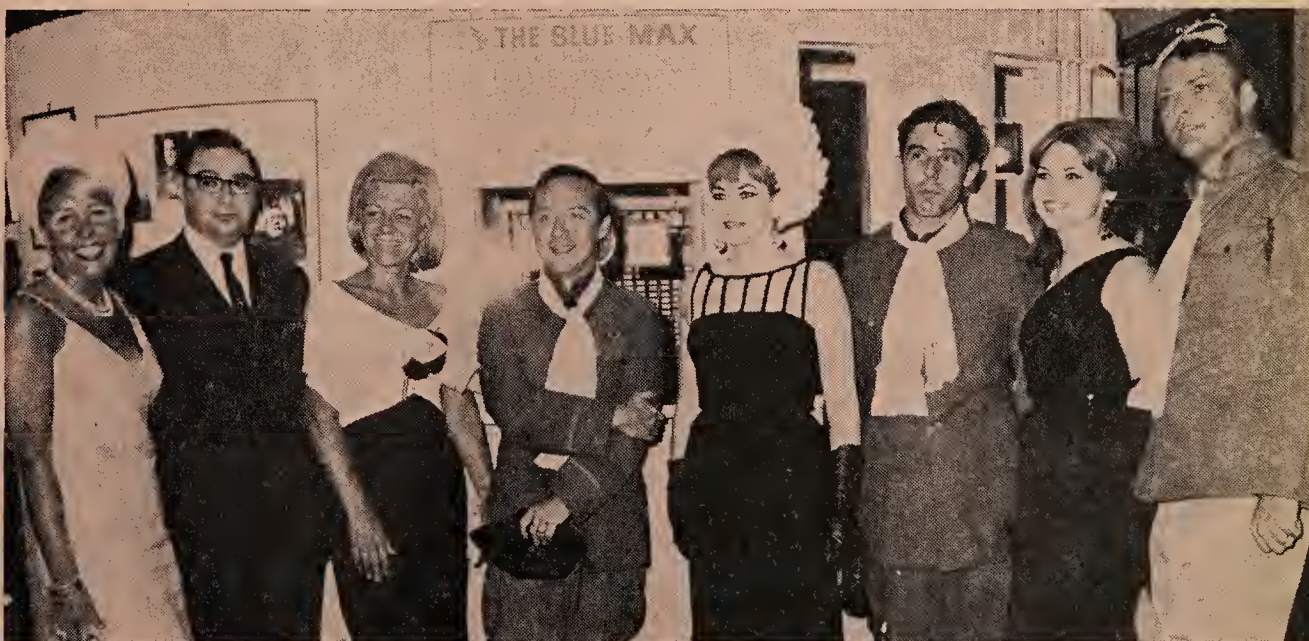
"Modesty Blaise," 20th Century-Fox's "op-pop-bop" thriller was launched recently with a unique pre-dawn "op-pop-bop" American premiere at the unlikely hour of 4:00 A.M. at the Woods Theatre in Chicago.

The spectacular event began with a parade of "mod" fashions, of the type worn in "Modesty Blaise," on the entire block on Randolph Avenue from the theatre to State Street. With the aid of eight powerful klieg lights, the huge block area was transformed into a "Mod Fashion Mall" at the early morning hour.

Following the parade festivities, the Woods Theatre's 1000 seats were promptly filled to capacity with Playboy Bunnies, bartenders, show business personalities, hairdressers, beatniks, dress designers, insomniacs and Chicago's night people. Among the celebrities on hand were the Kim Sisters, Sonny King, the entire cast of "Hello, Dolly!" Louis Nye, Oscar Brown, Jr., John Payne, Betty Hutton and Lady Greyhound, the sleek, living symbol of the bus company, who arrived in a chauffeured limousine.

As Modesty Blaise's kind of people filed through the lobby, Jack Eigem of WMAK Radio, the NBC network station in Chicago, was on hand, doing a remote broadcast consisting of interviews with personalities and a running commentary on the unusual events and people.

(Continued on page EX-775)



Top radio and television personalities Bob Kennedy, Dick Summer and Rod Landry, of WBZ-Westinghouse station in Boston, recently served as hosts for the New England premiere of 20th Century-Fox's "The Blue Max" at the Sack Cheri Theatre. The popular disk jockeys broadcast from the theatre attired in World War One aviator costumes. They are joined above by Ruth Allen Models and Sack Theatre's general manager Alan Friedberg.



# N.Y. "Films And Fashion" Show Held By Fox For Fashion Week

In the first event of its kind, 20th Century-Fox played host recently to 200 fashion editors from across the country at a "Films and Fashion" show which dramatized the industry's contribution to the world of fashion through the years and highlighted 20th-Fox's contribution to the current fashion trends as well as past styles and future possibilities. The champagne function, entitled "The Late Show," was held for the press, in New York for Fashion Week, at the home office.

The show spotlighted the fashion aspects of the company's summer product—"How to Steal a Million," "Batman," "Smoky" and "Modesty Blaise"—and predicted forthcoming fashion trends as seen via 20th-Fox's upcoming releases including "The Sand Pebbles," "Fantastic Voyage," "In Like Flint" and "Caprice."

As an indication of the industry's overall contribution to fashions, the show opened with a review of past styles created for many memorable attractions.

In addition to clothes displayed from 20th-Fox productions, the press saw collections from non-film designers inspired by the company's current and forthcoming features.

One of the evening's highlights was the Givenchy creations for Audrey Hepburn in William Wyler's "How to Steal a Million." Prior to a screening of the Panavision-DeLuxe Color comedy, the editors viewed the Givenchy fashions reproduced in Abbot fabrics by McCall Pattern Co., through an exclusive arrangement with the French designer. The patterns are in the current (July) issue of McCall's.

Moustache, noted Parisian comedian featured in the film, was host for the entire proceedings during the evening. While mannequins paraded the guest designers' new lines, excerpts from the films inspiring the trends were projected in the background.

Donald Brooks supplied swinging ensembles for the Batset while Lee Meriwether, as the Cat Woman in "Batman," smiled over the models at the audience. Oliver Gintel also loaned two leopard cat coats, each valued at \$12,000.

"Blue Bell" Sportswear (women's division of Wrangler) provided a wide variety of jeans and sweaters for a "Smoky" background—the DeLuxe Color version of Will James' classic novel starring Fess Parker.

Monica Vitti's splash starring role as the first lady of Op-Pop-Bop espionage in "Modesty Blaise" brought forth styles from Tarquin Ebker (of Samuel Robert) adapted from the bizarre, far-out costumes in the film which also stars Terence Stamp and Dirk Bogarde.

"In Like Flint," sequel to the successful "Our Man Flint" starring James Coburn, was background for Martin of California's and Catalina's, playgirl line.

Robert Wise's "The Sand Pebbles" doesn't allow Candice Bergen to flash fashions on the screen, but the actress brought home a personal wardrobe from Dynasty of Hong Kong Ltd., which became part of the "Film and Fashion" show.

"Fantastic Voyage," which details the incredible adventures of a journey into Inner Space, inspired the farthest-into-the-future designs shown by Voit, with futuristic coiffures created by Mr. Richard of Helena Rubinstein.



Guy Stockwell, star of Universal's "Beau Geste," now on a three-month personal tour on behalf of the picture, meets Harry Gaines, manager, Hollywood, Fort Worth, Texas, during a recent visit to that city. Looking on is Henryk Szarek, once an actual member of the French Foreign Legion, who appears in the film and accompanies Stockwell on the tour.

## 'Flintstone' Recording

Hanna-Barbera Records will issue the soundtrack recording for Columbia Pictures' "The Man Called Flintstone." The album, featuring the music and lyrics by John McCarthy and Doug Goodwin, will go into national distribution in July for simultaneous promotion with the film when it goes into saturation release in August.

The program began with costumes created for such past successes as Bette Davis in "The Virgin Queen," Julie Andrews in "The Sound of Music," Elizabeth Taylor in "Cleopatra," Jean Simmons in "Desiree," Olivia de Havilland in "My Cousin Rachel," Jennifer Jones in "Tender Is the Night" and Marilyn Monroe in "There's No Business Like Show Business." Thus, the guests were witness to a quarter-century of costuming trends created by 20th-Fox in particular and films in general.



Ken Carson, center, recently welcomed winners of the "Nevada Smith" contest to the SW Stanton, Philadelphia. The WPEN radio personality and former member of "The Sons Of The Pioneers" hosted a contest on his nightly radio show whereby contestants wrote in explaining why they would like to view a special preview of the Paramount Picture with him. Winners attended the theatre party and received sound-track albums.

## Legionnaires On Tour

Universal has one of its greatest concentrations of personality promotional tours currently underway in connection with the World Premiere and the key city openings of "Beau Geste," the new Technicolor film production based on Percival Christopher Wren's classic novel of the French Foreign Legion.

Touring are producer Walter Seltzer; director and screenplay writer Douglas Heyes; star Guy Stockwell who plays the title role, and four of the French Foreign Legionnaires who appear in the film.

Stockwell is touring with Henryk Szarek, one of the legionnaires; Seltzer is touring with Paul Villarosa, another legionnaire; George Olesnicki and Gunther Schumacher, two more of the legionnaires, are making a joint tour and Heyes is the fourth unit.

The key city promotional tours of these four units are in addition to the all-out advertising publicity and promotional campaign being developed by Universal which also includes a concentrated billboard posting campaign in 15 of the major markets of the United States.

## "Blue Max" Window Display

"The Blue Max," 20th Century-Fox's aviation drama, is the subject of a spectacular window display at the New York Bank for Savings, located at Sixth Avenue and 49th St., one of the most travelled areas in midtown Manhattan.

Measuring eight feet long, four feet deep and five feet high, the informational display is built around a real Blue Max medal, which was Germany's highest military award during World War I, and was awarded to German aviators who had downed a minimum of 20 enemy planes. Prominent in the display are full credits for the world premiere reserved-seat engagement of "The Blue Max" at the Sutton.

In the display are scale models of World War I aircraft, which include the Fokker Tri-Plane, Fokker D VII, the S.E. 5 and Pfalz, all of which appear in dog-fight sequences in "The Blue Max." Stills from "The Blue Max" of the planes in flight and aerial combat are also shown, along with machine guns and other flying equipment from the World War I era.



## 'Teen' Reporters To London

Edwin Miller, entertainment editor of Seventeen Magazine, and four special teen reporters left for a week in London to cover the filming of Fred Zinnemann's "A Man For All Seasons," a Columbia Pictures release.

The four young writers have been specially selected to act as reporters for a story on filmmaking in Seventeen's January 1967 "You the Reader" issue, annually devoted to contributions by talented young people. Their London visit will be centered around Shepperton Studio where they will have a chance to observe every aspect of film production and will interview director Zinnemann and the film's stars, including Paul Scofield, Robert Shaw, Susannah York and Corin Redgrave.

The London-bound teens are Ross Bates, 16, of Culver City, Calif.; Kathe Choder, 16, of Brooklyn, N.Y.; Constance Crawford, 15, of Chicago, Ill.; and Ted Siff, 18, of Houston, Texas.

## Jazz Fans Attention

Two of Paramount Pictures major summer releases will provide jazz fans with a rare treat—original musical scores by two of the world's leading exponents of modern music, Duke Ellington and Sonny Rollins.

"Assault on a Queen," features a score created by Ellington, the world's most distinguished jazz composer-musician. Ellington's original composition serves as the musical backdrop for the Frank Sinatra-Virna Lisi Technicolor drama.

"Alfie," features an original jazz score composed by Rollins, famed tenor sax artist and one-time unofficial leader of the so-called "bop" school.

## "Modesty Blaise"

(Continued from page EX-773)

Following the showing of "Modesty Blaise," which was interrupted numerous times by enthusiastic applause and laughter from the night owls, a gala champagne breakfast was held in the restaurant of the nearby Greyhound Bus Terminal, in keeping with the super-sophistication and unpredictability of the lady super-secret agent, "Modesty Blaise."

The Mod Fashion Show then proceeded to the Jim Conway Morning Show on WBKB-TV where the fashion show was repeated before the cameras for Chicago's large morning TV audience.

Chicago's newspapers, the News, American, Defender and Courier, were all represented throughout the activities with reporters and photographers.



Salli Sachse and Mary Hughes, American International Pictures' starlets, are seen in New York following an extensive promotional tour through the Carolinas on behalf of AIP's "Fireball 500."

# British Showmanship

By Jock MacGregor

While it sometimes is hard going, every campaign reaching the London bureau is read personally. In a batch received from Rank Theatre head office came an extensive folder on the activities of R. G. Honeyman, Odeon, Ayr, Scotland, and hidden away in it without any special comment were four clips from local papers hailing the fact that his "Van Ryan's Express" promotion had been hailed in *Motion Picture Exhibitor* as "among the most remarkable, enterprising and audacious of 1965." The editors were so impressed that they also included his photo, and many others might also be prepared to report on local managers being recognised as international showmen. It has happened before and can happen again. Actually Honeyman got seven coverages including two photos when he was named a Rank "Elite" manager and went to London to receive his award. Set in the Capital of the Robert Burns Country, Honeyman, knowing that commemorative stamps were to be issued to coincide with his anniversary and that a Burns rug was to be presented to the Russian ambassador for handing to a Burns group in Moscow, decided that the Ayr Odeon should become involved. Ultimately he was able to get such a rug for a Burns contest in the Ayr Advertiser, but only after many problems. First no rug was available for home use as all had been sold for overseas, but he persevered only to find that certain rights were involved. He won through and the rug was displayed at the theatre. For five weeks the paper played up the contest and then there was a tie which resulted in even more diplomacy in raising a second carpet. He also received press coverages on the visit of 25 student nurses to study the ventilation and safety installations.

Another audacious campaign from R. G. Honeyman of the Ayr (Scotland) Odeon was mounted for "Thunderball" to exploit the sub-aqua sequences. "The Americans," his report reads, "were not the only people who lost a valuable container during the week commencing 28th February 1966. Naturally we lost a vital container at the bottom of Ayr Harbor. Unfortunately there were no international headlines for us but we did manage to retrieve our valuable box and make headlines in all Ayrshire papers." The large press pictures which support the campaign show three men and one girl skin divers with a film transit case bearing the legend "Bond 007—Thunderball—Odeon—Ayr." All captions referred to the near freezing temperature and one stated that the container held "cans of film necessary for next week's screening!" None suggested how the container had got lost. Honeyman had done it again. The picture played three weeks.

B. H. Waters, Odeon, Stroud, put his old cinema screen to good advantage when he played "Thunderball." On this he mounted various posters and cutouts and hung it in place of the usual smaller banner so that it covered the whole upper half of his front of house and could be seen from a considerable distance. For a special late night show he included slugs in press advertising, slipped posters and displays, used slides and issued special advice cards to hoteliers and publicans. He also sent some free tickets to the police, civic authorities, local services, etc. The following week he played Norman Wisdom's "The Early Bird" for which he also got a composite page in the press but took care that his throwaways were distributed so not to conflict. Since the comedy concerns the adventures of a milkman he placed a milk churn in the foyer for a week prior to opening and invited patrons to estimate how many plastic cups of milk it contained. Dairy produce was offered by the Stroud Creamery as prizes.

When J. W. Whittell, Odeon, Rotherham, found that the local paper advertising manager could not find the advertisers to support the promised composite page for "Thunderball," he went out and rounded them up himself. He also recruited the support of a ten pin bowl which organized three "Thunderball" nights when theatre tickets were offered as prizes. The local scooter club rode around the district with credit penants and distributed leaflets. The result—all records broken and a third week for only the third time since the war.

C. F. Bower, Gaumont State, Kilburn, North London, always keeps his local papers informed of staff news. He got a good pictorial spread when his secretary won a bicycle in the Variety Club's annual car raffle and received it from comedian Sid James at the London Palladium. Another multi-paper break resulted when four employees with a total of 91 years' service retired on the same day and shared a farewell party. And his house manager William Weir proved that he is no slouch at publicity when Bower had his spring vacation. For "Flight of the Phoenix" without head office assistance he persuaded Ronald Fraser, who is featured, to attend a theatre reception on the Monday night along with Sheila Scott before she set off on a round the world solo flight in a single engine plane; Mrs. Amy Evans, 71, who is retiring shortly after 28 years as cleaning supervisor and is to take her first flight to join her daughter in Silver Spring, Washington, D.C., for three weeks and a local beauty in desert costume to represent the film. The district air cadet squadron provided a guard of honor. The whole really caught the imagination of the press. Five breaks amounting to 251sci resulted.

There is nothing new . . . One stunt that invariably seems to catch press is the dare for a young girl to see a horror film at midnight a-l-o-n-e. H. P. Knight, Odeon, Harlow, tried it for "Dracula, Prince of Darkness" and garnered no less than seven big press breaks and no one will complain about that.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published

every other week as a section of Motion Picture Exhibitor



# Civic Groups Help Publicize "Born Free" For Florida State

"Born Free" reached the screen of Jacksonville, Florida's, Edgewood Theatre, a first-run suburban house operated by the Florida State Theatres circuit, hard on the heels of a saturation exploitation program which followed the broad national pattern set up for this enchanting, family-type motion picture by the Columbia sales staff.

Adopted as a special project picture by FST showmen early in May, "Born Free" received the concentrated attention of a team of four theatre managers in addition to the work of Art Castner, Edgewood manager. Helping him were managers of the Center, Florida, Empress and Imperial theatres. First on their agenda was the job of acquainting civic groups with the merits of "Born Free" at a series of eight special screenings held in the 70-seat Preview Theatre on the seventh floor of the Florida Theatre Bldg. After viewing "Born Free" members of all the civic groups volunteered their services in providing the picture with advance publicity. For example, Nathan L. Mallison, superintendent of the City of Jacksonville's playground department, asked for and received 40 sniped window cards for display on the bulletin boards of all playgrounds. Similar cooperation was received from Mrs. Cristine Genovar, community relations director of the Jacksonville Library

Ass'n, who arranged book displays to go with the window cards in branch libraries of six suburban areas. Other cooperating groups included the Jacksonville Zoo, the Duval County Recreation Department, the Humane Society, the Boys' Home Ass'n and the Boy Scout and Girl Scout councils.

The advance program for "Born Free" was climaxed when John Hamlet, author and widely-known naturalist who is a staff member of FST's Weeki Wachee Springs, captured wide local attention for the three-day period as he toured the city in a Land Rover with a lion cub at his side. Hamlet was interviewed by radio personalities over four local radio stations and two local television outlets, Channels 4 and 12, had him and the lion cub on several of their newscasts. The last day of Hamlet's work in the area was devoted to foot tours through the major suburban shopping centers where he and the lion cub, temporarily named Elsa, attracted the attention of thousands, many of whom recognized Hamlet and Elsa from their television appearances.

"Born Free" was given its final publicity sendoff a week before opening at the Edgewood by being used as a sneak preview offering which drew a fine crowd of patrons to the theatre.

## Attenborough Narrates Record

Richard Attenborough, starring with Steve McQueen, Richard Crenna and Candice Bergen in Robert Wise's "The Sand Pebbles," has narrated a long-play record entitled "The Sounds of Making a Motion Picture" for international usage in exploiting the forthcoming 20th Century-Fox roadshow release.

The unique disc, designed as a give-away to newsmen, disc jockeys and exhibitors, tells the story in sound of the making of "The Sand Pebbles" on location in Taiwan and

Hong Kong. Set sounds, along with the background sounds of the Orient, were recorded over a six-month period. Also included are short candid interviews with the principals.

Written and produced by Ted Taylor, with sound editing by Don Isaacs, the disc has an initial pressing of 2,000 copies with a larger quantity of a shortened version for group sales contemplated. The record will be released in early fall in advance of the reserved-seat opening of the Argyle-Solar production.

## Libraries Plug 'Free'

As part of the accelerated promotional activities being carried out by Columbia Pictures for the summer engagements of "Born Free," more than thirteen thousand libraries across the country will receive a special bulletin board display for the Carl Foreman-Columbia presentation containing the first endorsement ever accorded a motion picture by the American Library Association.

The endorsement, which is incorporated into a poster for library bulletin boards, is supported by all Service Divisions of the ALA, which recommends "Born Free" for viewing by people of all ages.

The poster also contains important quotes from some of the unanimous rave reviews of the film, including a quote from the Life Magazine review which has recently been entered into the Congressional Record as evidence of the quality of this "unique and worthwhile" production.

Also included in the mailing to libraries is a cover of the new Bantam Paperback film edition of the Joy Adamson book upon which "Born Free" is based, and a copy of the four-page Margaret Twyman "Special Applause" piece on the Sam Jaffe-Paul Radin co-production.

The "Special Applause" piece is also being sent out to the entire MPAA mailing list of 30,000 women's clubs, clergymen, and newspapers across the country.

In addition to the American Library Association endorsement, "Born Free" has been given the support of the National Education Association through a letter to its more than 1,000,000 members containing a recommendation of the film for all teachers and their students.

The film has also received the endorsement of Seventeen Magazine as that publication's "Picture of the Month" for April, and the support of "Scholastic Magazine," spotlighted in its April issue as the publication's "Bell Ringer Award" winner.

In addition to the special printed materials and letters sent out by the American Library Association, the National Education Association and the MPAA, Columbia has prepared a Teacher's Guide for elementary and secondary school students, and a four page herald for mass distribution to school students. Both of these were distributed to schools across the country several weeks ago.

## Australian "Bikini Machine"

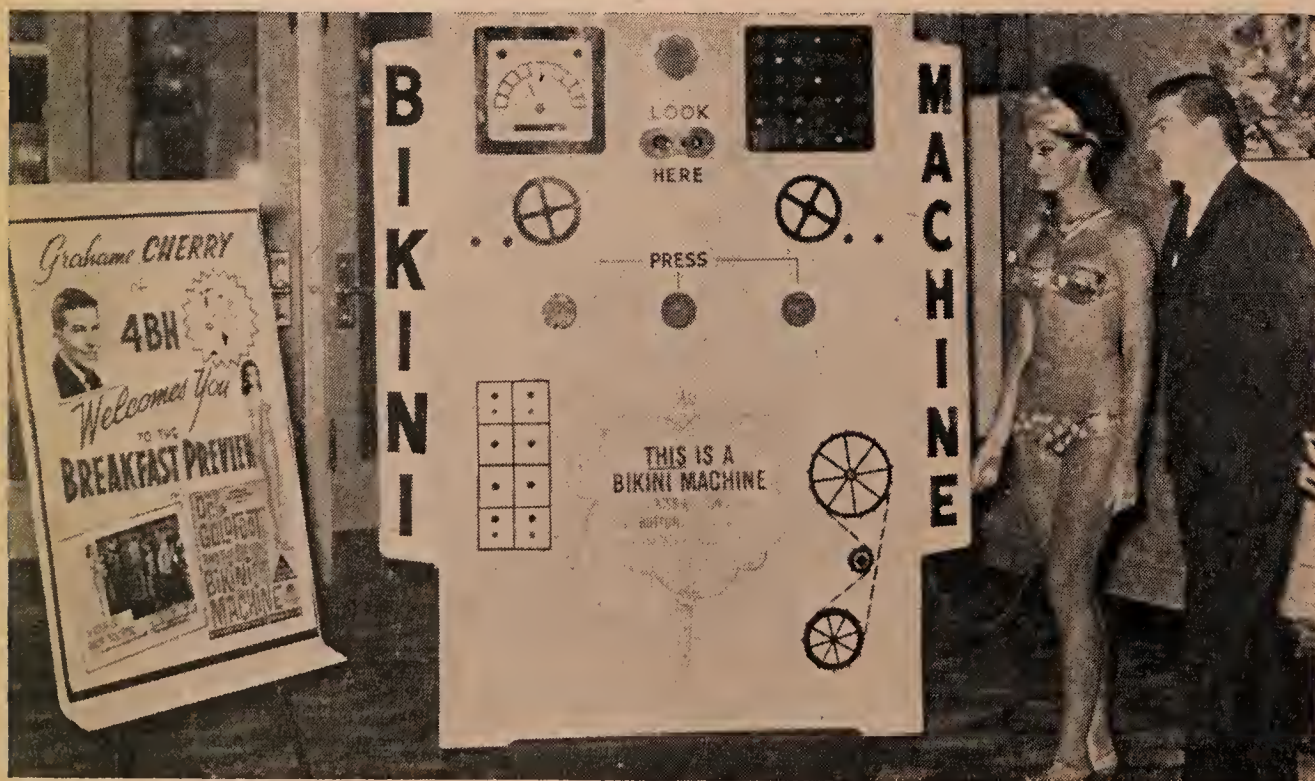
A highly effective "Bikini Machine" formed an essential element of a high-powered promotion campaign for American International Pictures' "Dr. Goldfoot and the Bikini Machine" at the Winter Garden theatre in Brisbane, Australia.

Although it didn't produce either girls or bikinis, the machine, coupled with a sponsored holiday-for-two and a tie-in with Radio 4BH did produce a satisfying rash of good grosses and radio and TV coverage.

Two gold-bikined Brisbane "Meter Maids" provided an attractive accompaniment to the theatre's promotion stunts, and used their ticket training to expertly place numerous heralds under car windshield wipers.

Radio 4BH personality Bill Ryner donned a string tie and assumed the personality of Dr. Goldfoot as he escorted his two machine-bred bikini girls to a highly publicized preview of the film, hosted by another 4BH staffer, Grahame Cherry.

As for the machine, engineers have reportedly expressed an interest in taking up where the theatre-men left off.



Terri, a famous Gold Coast traffic Meter Maid, stands beside a "Bikini Machine," part of an imaginative promotion campaign for American International's "Dr. Goldfoot and the Bikini Machine." In addition to stuffing heralds beneath windshield wipers in place of their normal tickets, the Meter Maids toured the city of Brisbane, Australia, and with radio 4BH personality Grahame Cherry, hosted a special preview of the film.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 consecutive insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (See "A-Man" CORNER on this page for Help and Situations Wanted advertising.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York N. Y. 10036.

## EQUIPMENT FOR SALE

REPAIR, REBUILT EQUIPMENT, LOANERS. Century CC, R2 sound heads, mighty 90 lamps, rectifiers, new Japanese lens, mirrors, anamorphics. Used, rebuilt, equipment—all types. THEATRE EQUIPMENT, 1220 E. 7th St., Charlotte, N. C.

## EQUIPMENT WANTED

TOP PRICES PAID for soundheads, lamp-houses, rectifiers, projectors, lenses and portable projectors. What have you? STAR CINEMA SUPPLY, 621 West 55th St., New York 10019.

## PHOTO BLOWUPS

PHOTO BLOWUPS. Fast nation-wide service since 1899. Quality, low prices. Price list on request. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN SPEAKERS RECONED 90¢ EACH. All weather resistant material. Write for free sample. C&M RECON COMPANY, Alexander Road, Princeton, New Jersey.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville, Tennessee 37208.

SPECIALISTS IN REBUILDING CHAIRS. Best workmanship, reasonable prices. Have men, will travel. Rebuilt theatre chairs for sale. NEVA BURN PRODUCTS CORP., 262 South St., N.Y.C.

## USED EQUIPMENT

600 UPHOLSTERED theatre seats in excellent condition. Sacrifice for immediate sale. ARTHUR KANOFF, Passaic Park Jewish Community Center, 181 Van Houten Ave., Passaic, New Jersey.

MODERNIZE! Building condemned, selling equipment small deluxe theatre, send for list. ED QUINN, 58 Hanson Place, Brooklyn, N.Y. 11217.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100—14×22—\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila., Pa. 19123.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it. And it is completely FREE!

\*A (WO) MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: ASSISTANT MANAGER for first-run theatre in Morristown, N. J. Give background and qualifications. Division of Walter Reade Theatres. COMMUNITY THEATRE, Morristown, N. J. (720)

MANAGERS AND ASSISTANTS needed by General Cinema Corp. for new indoor theatres in Columbus. Excellent opportunity. Send resume to: 5390 NORTH-FIELD ROAD, Maple Heights, Ohio 44137. (713)

WANTED: ASSISTANT MANAGER for first run theatre in Cherry Hill, N. J. Give background and qualifications. Division of General Cinema Corp. Write CHERRY HILL CINEMA, 507 Cherry Hill Mall, Cherry Hill, N. J. 08034. (629)

EXPERIENCED THEATRE MANAGER wanted for conventional and drive-in in Virginia. Send photo and references. BOX A720, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MIDDLE-AGED COUPLE WANTED. Man as projectionist, maintenance repairs and cleaning; wife to take over concessions. Year-round work. (Non union). DODGE THEATRE, Dodgeville, Wis. 53533. (713)

MANAGER WANTED for 1st run, deluxe theatre suburban New York. Publicity minded plus top references required. Immediate opening in Rockland County. BOX A76, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## MOVING?

## ADDRESS CHANGING?

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* Send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

*Please notify:*

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CIRCULATION DEPARTMENT

317 N. Broad St., Phila., Pa. 19107

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EXHIBITOR**

TO:

Name .....

Title .....

Address .....



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☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

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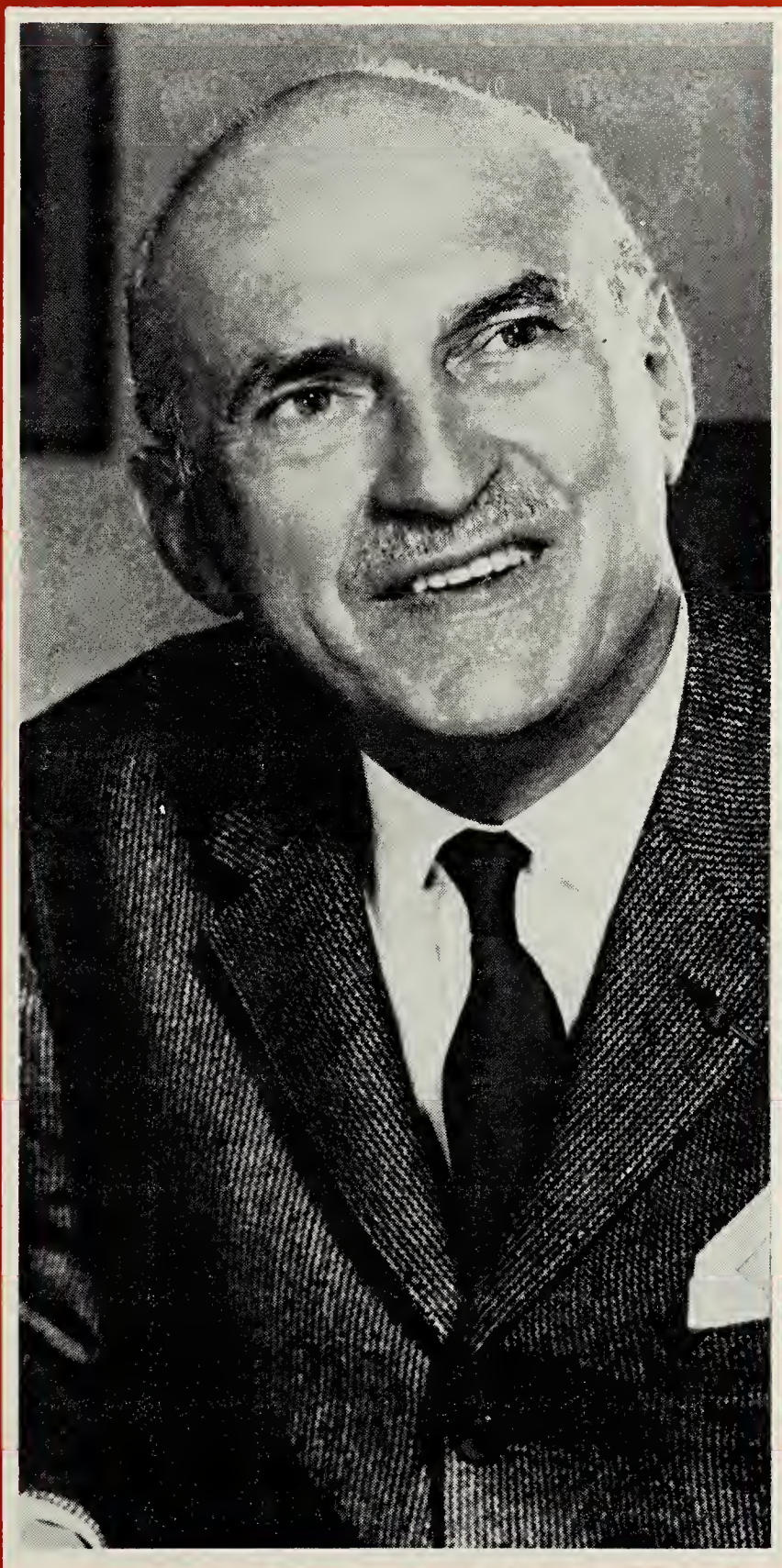
**JULY 27, 1966**

Volume 75

Number 25

IN TWO SECTIONS

THIS IS SECTION ONE



## **N.J.-N.Y. Allied To Honor Lefko**

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## **October Selected As Movie Month**

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Nathan Cummings, chairman, Consolidated Foods Corp., Chicago, is a key figure in the possible acquisition by his company of United Artists Corp. for common stock valued at about \$140 million. See story on page 5.

**ADDING TO THE DIALOGUE . . .** see editorial—page 3



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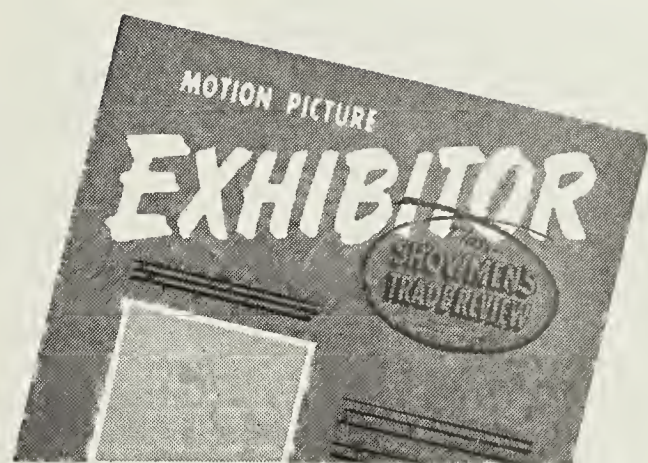
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Volume 75 • No. 25

July 27, 1966

Our 48th Year

## ADDING TO THE DIALOGUE

WHEN WE REPRINTED a letter from subscriber Peter J. Restivo ("THE HARD TICKET BANDWAGON"—July 6 issue), we suspected that it might get a rise from some theatremen. For those whose minds could use a brief refresher on the subject, Mr. Restivo complained that reserved seat engagements were being tried in theatres that did not have the physical equipment or atmosphere for such shows.

An answer has arrived from (among others) Lester Stepner, of the Evanston Theatre, Evanston, Ill., a fine suburban situation. Mr. Stepner writes:

*In answer to your editorial regarding a letter written by Peter J. Restivo, maybe he should be enlightened on the situation that exists today.*

*Neighborhood theatres have more to offer than most of the downtown or roadshow palaces of mirth, with spacious surroundings, free parking facilities, good equipment, and stereophonic sound. A good many are brand new houses, too.*

*There is nothing an exhibitor can do in getting good prints with stereophonic tracks. Producers will have a 35 or 70 mm print with stereophonic sound for the roadshow engagement, but when it comes to the neighborhood release, they don't make magnetic prints.*

*If Mr. Spyros Skouras didn't have the foresight in promoting CinemaScope, along with stereophonic sound, where would the exhibitor be today? It was a success so others had to experiment with other processes like Panavision, Technirama, and Todd-AO.*

*Today, with stereophonic sound in 75 per cent of the nation's homes, theatres don't have it on their features.*

*We just finished "My Fair Lady," and it was beautiful in*

*stereophonic sound in the original roadshow engagement. Yet when it got to the neighborhood, there were no stereo prints available. Maybe that's why it bombed. The same goes for "West Side Story."*

*A few years ago, we played "The Music Man." There was one magnetic print that was used for the first-run in the Loop. When it went outlying, there were no stereo prints. But the second and third time we showed it, we got the one stereo print, and our patrons thought it was a different picture.*

*I don't know what theatres this Mr. Restivo attends, but he should get out to some of the theatres around here and see the size screens we have and the equipment.*

We are happy to have been the medium through which a dialogue of this nature could take place. We are well aware that there is more than one side to most questions and that nothing is quite as simple as some people believe.

We have often stated that this industry is its own worst enemy in many respects. Mr. Stepner has furnished another example of the shortsightedness that is too often present. It is a crying shame when theatres are unable to present fine motion pictures in the best manner possible. We have said before that there is no excuse for the large number of theatres that tooled up for stereophonic sound in the belief that there would be prints available on certain films to be shut out. Yet Mr. Stepner's story is told over and over again.

Mr. Restivo and Mr. Stepner have both taken the time and trouble to put themselves on record. They might not be in full agreement on every point, but it is by such dialogues that this industry will find solutions to its most pressing problems.

To serve as a channel through which this dialogue can flow is another important function of the trade press.

## FILTH IS THEIR BUSINESS

THIS INDUSTRY has an understandable and commendable aversion to censorship and politically appointed censors. Responsible film-makers believe sincerely that the only acceptable regulation is self-regulation.

Occasionally, a certain amount of controversy is stirred up by such films as "THE PAWNBROKER" or "WHO'S AFRAID OF VIRGINIA WOOLF?" and some well-meaning citizens garner some flashy headlines with cries for stringent controls on the film medium.

There are times when even men of good intention go off the deep end, of course, but that is an exception. The real danger to this industry and the real ammunition in the arsenal of pro-censorship forces is furnished by a different breed. There is a fringe element of distribution and exhibition who deal in trash. They thrive on the sensational and confuse "art" with "filth."

It is our contention that they are in a business of their own and have no claim on the real motion picture industry.

We have before us a newspaper amusement page—no doubt very much like the page in your local newspaper. Directly above an ad for a fine motion picture achievement is an ad for a so-called "art" theatre. It reads as follows: "Even the title of this film is so shocking, so controversial that we have had to eliminate it from our newspaper ads." Frankly, it makes us sick to our stomach. If we operated a theatre in that community and wanted to walk among our neighbors with our head up, we'd ask the newspaper to find some other page for this garbage.

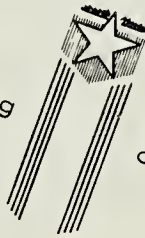
The men behind operations like this have forfeited their membership in the motion picture industry, and the industry should be in the forefront of the fight against them.



# Interstate Circuit, Inc.

majestic theatre building  
July 6, 1966

EXECUTIVE OFFICES



dallas 1, texas

Mr. Joseph M. Sugar  
20th Century-Fox Film Corporation  
444 West 56th Street  
New York, N. Y. 10019

Dear Joe:

I am attaching an unusual endorsement ad for THE BLUE MAX that was published today in both Dallas newspapers. I believe this is the first time, at least in our area, that a president of a metropolitan newspaper has endorsed a motion picture. The crowds that a president of all ages and all walks of life. The reaction to the film is tremendous. The picture include patrons of all ages and all walks of life. I want to thank all of you at Fox for your splendid cooperation on a great campaign in Dallas. The picture is the talk of the town.

RW:jw

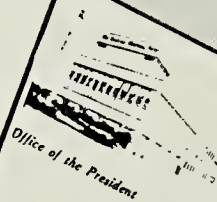
Yours very sincerely,

RAYMOND WILLIE

## Unprecedented Acclaim

**The Dallas Morning News**  
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June 29, 1966.



Office of the President

Mr. James O. Cherry,  
Interstate Circuit, Inc.,  
Palace Theatre Bldg.,  
Dallas 1, Texas.

Dear Skipper:

The large crowd pouring out of the Wilshire last night prevented my stopping overlong to tell you and the others how much Doris and I enjoyed the premier showing of "The Blue Max."

I am an old pulp magazine man from way back and recall many, many wonderful afternoons and evenings reading such publications as "War Aces," "War Birds," "Flying Aces" and on and on. These publications dealt, as you probably know, with fictional accounts of World War I flying. To see it come to life once more on the screen last evening was a distinct pleasure, and I am grateful to you and the others who made the experience possible.

Best wishes to you always.

Cordially,  
Joe M. Dealey.

## THE BLUE MAX

20th CENTURY-FOX  
presents

GEORGE PEPPARD · JAMES MASON · URSULA ANDRESS  
in "THE BLUE MAX"

Also Starring JEREMY KEMP · KARL MICHAEL VOGLER · ANTON DIFFRING  
Produced by CHRISTIAN FERRY Executive Producer ELMO WILLIAMS Directed by JOHN GUILLERMIN  
Adaptation by BEN BARZMAN and BASILIO FRANCHINA Screenplay by DAVID PURSALL and JACK SEDDON and GERALD HANLEY  
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# Consolidated Foods To Acquire UA

## Stock Swap Proposal Sets \$140 Million Tag; Next Move Awaits Okay From All Stockholders

NEW YORK—In a previously well-kept secret, Consolidated Foods Corp. of Chicago has announced plans to acquire United Artists Corp. for common stock valued at about \$140 million.

The proposal follows closely the June 30 announcement by Gulf and Western Industries, Inc., another firm outside the entertainment industry, to buy all of Paramount Pictures Corp., in which it already held a nine per cent interest.

According to the WALL STREET JOURNAL, Consolidated chairman Nathan Cummings has long had an interest in the film industry. He also has a stake in the Paramount deal. A Consolidated Foods vice-president, Edward Steinmetz, is a Paramount director, and Cummings personally is a major Paramount stockholder.

The JOURNAL opined that the major question in the film industry now is whether MGM would be the next to authorize a merger. The company recently boosted its authorized stock to eight million shares from three million, and has said it may use part of this addition for a possible acquisition.

According to the JOURNAL, the merger would create a concern with annual sales of more than \$1 billion and net income topping \$3 per Consolidated Foods common share. United Artists, according to the proposal, would continue under its present management as a Consolidated Foods subsidiary. Under an "agreement in principle" reached by directors of the two companies, Consolidated Foods stock valued at \$47.875 a share would be exchanged for United Artists shares valued at \$33 each. Thus, each United Artists share would be exchanged for slightly less than seven-tenths of one Consolidated Foods share. This exchange price was fixed at the closing quotation on the New York Stock Exchange of Friday, July 15, 1966.

The acquisition is subject to approval by stockholders of both companies and to a favorable tax ruling by the Internal Revenue Service. The Justice Department said it had no plans to take any action concerning the proposal.

The JOURNAL cites some attractive advantages from United Artists' standpoint concerning the merger. For some time, United Artists have felt their stock to be undervalued in relation to high earnings in recent years. This has stemmed in part, it is felt, from Wall Street's traditional view of film stocks as highly speculative. This view comes from the supposition that a film company may have a good year followed by a bad one. In many instances, this type of thinking is pure fantasy, but it has happened often enough to make Wall Street wary.

Because of this, United Artists has been unable to take advantage of opportunities to buy companies and expand in the entertainment industry. The price-earnings ratio of United Artists, according to the JOURNAL, hasn't been high enough to allow the company to make good purchases. The merger is expected to change this situation. The JOURNAL predicts that if the merger is approved, United Artists will undertake a large expan-



New York Mayor John Lindsay chats with author Bel Kaufman (seated) and (standing, left to right) writer Tad Mosel; producer Alan Pakula; star Sandy Dennis; and director Robert Mulligan on the set of "Up the Down Staircase," now filming in Manhattan.

## Pasternak Tribute Launched

NEW YORK—With a telegram from the White House conveying President Johnson's congratulations, a citation from New York's Mayor Lindsay, and an outpouring of celebrities and personal friends, the summer-long "Tribute to Joe Pasternak," a retrospective showing of his famed productions, got under way at the city's Gallery of Modern Art. It was followed by a dinner in his honor for 50 guests hosted by Charles Carey, managing director, St. Regis-Sheraton Hotel.

The tribute to Pasternak is under the direction of Raymond Rohauer, program director, Gallery of Modern Art. It will run through Sept. 11.

## USC Winner At WB

BURBANK, CALIF.—Ronald L. Litvin, 23, has won the Samuel L. Warner Opportunity Award at the University of Southern California and has begun work at the studio on a six-month contract. The award, created in 1960 by Jack L. Warner, is given annually to an outstanding graduate in U.S.C.'s Cinema School in memory of the former Warner executive and one of the studio's founders.

Litvin is working as a production assistant in the department of Robert F. Lewine, vice-president in charge of television production.

sion program. Directions indicated are television stations, strengthening of its phonograph-record operations, and a move into the book and magazine publishing business.

In the formal announcement of the acquisition proposal, Robert S. Benjamin, chairman of United Artists, said: "We believe the diversification and additional management strength gained by joining forces with Consolidated Foods, whose growth record is outstanding in its field, will greatly benefit all shareholders and will enable the combined company to achieve even greater progress . . . We believe the most important ingredient in this merger is the added management strength that each company will realize."

Cummings added this statement: "We believe the merger with United Artists is the most important diversification step made by our company since its founding 27 years ago . . . providing a major entry into the broad and rapidly-expanding field of entertainment and mass communication."

## Record ABC Earnings Reported By Goldenson

NEW YORK—Second quarter and first six months earnings from operations for American Broadcasting Companies, Inc., were the highest for any such periods in the history of the company, Leonard H. Goldenson, president, reported.

For the second quarter, earnings from operations rose to \$4,061,000 or 87 cents a share from \$3,488,000 or 76 cents a share in 1965, an increase of 16 per cent. Earnings, including capital and non-recurring gains, were \$4,173,000, or 89 cents a share, compared with \$3,845,000, or 83 cents a share last year.

For the first six months, estimated earnings from operations rose to \$8,511,000 or \$1.82 a share from \$7,665,000 or \$1.66 a share, an increase of 11 per cent. Earnings, including capital and non-recurring gains, were \$8,853,000 or \$1.89 a share compared with \$8,051,000 or \$1.74 a share for the like period of 1965.

Radio and television broadcasting and theatres contributed to the improvement in second quarter earnings, Goldenson said. ABC's record company, a number of whose recordings are currently among the most popular in the country, showed substantial improvement over the like period of a year ago.

Goldenson reported further upgrading of the company's theatre portfolio. Eight new theatres were opened and eight marginal properties were divested since the first of the year. Twenty-nine new theatres are in various stages of planning and construction, almost all of which will be located in suburban shopping center areas.

During the quarter, Goldenson noted that the company divested its stock interest in Visual Electronics Corp.

The merger of ABC with International Telephone and Telegraph Corporation, which was approved by stockholders of both companies, awaits the approval of the Federal Communications Commission.

## Para. Shifts Branch Execs

NEW YORK—Four executive changes in Paramount Pictures' branch operations around the country were announced by Charles Boasberg, general sales manager.

Frank Carbone, formerly Paramount's branch manager in Oklahoma City, has been named Denver branch manager, replacing Vern Fletcher, who has been appointed assistant branch manager at Dallas.

Paul Rice, previously Indianapolis branch manager, will replace Carbone in Oklahoma City. John Kane, salesman in the Philadelphia branch, becomes branch manager in Indianapolis.

## UA Music Ups Weiser

NEW YORK—Murray Deutch, executive vice-president and general manager of United Artists Music Companies, announced the appointment of Norman Weiser to the position of vice-president and manager of the Companies' west coast operations. Weiser was formerly UAMC's west coast manager.

Weiser will coordinate and supervise the Music Companies' activities with the production companies and film music composers on the west coast.



# High Costs Could Cripple Industry, Valenti Tells IA Detroit Meeting

DETROIT—Warning that high production costs are on “a collision course” with the future of the domestic motion picture industry, Jack Valenti, Motion Picture Association president, predicted that “the results could be still fewer pictures made in this country.”

In a speech delivered before the annual convention of I.A.T.S.E., he cited several more reasons that could lead to the “possible slow extinction of the motion picture industry as we know it in the United States.” Because of spiraling domestic costs, Valenti said, financing comes harder. Subsidies abroad was another prime factor he mentioned working to drive more and more picture production to areas other than the United States. “We invented the art,” said Valenti, “and now we may dis-embowel it.”

The MPAA president responded to his own warning by saying: “I do not choose to believe this will happen. It will not happen if all who share in this industry’s destiny . . . understand one clear, unvarying fact: Our future lies in our cooperation.”

Welcoming what he called “fresh winds of change,” Valenti admonished individual factions within the industry to desist from paraphrasing the old wartime cry of derision: “The hell with you, I got mine.” If this attitude does not change, Valenti told his audience, “All that we have and hold, all that we believe in and cherish will not survive.”

Everyone who participates in the motion picture industry must find a way to control the rising costs, said Valenti. “I am cheered to report that this union and the MPA are eager to sit down and talk about this problem. . . . Let me make this clear: Neither of us can blame the other. Nor would we want to.”

Praising the union’s apprentice program as “precisely the kind of wise planning that assures that our reservoir of superior, trained union men does not run dry,” Valenti told of plans to fill the “visible void of fresh talent in our business.” He said that “alongside this apprentice program, we for our part intend to construct a new dimension for new talent in the creative end of motion pictures. . . . One aspect of this program is the creation of an American Film Institute whose aim and purpose we hope will be to search out, inspire, encourage, and train new creative men and women.”

Heaping more laurels upon the union, Valenti related that when he told I.A.T.S.E. officials about the Film Institute, they said “tell us what you want . . . and we will be glad to sit down and talk about it.”

Valenti concluded his remarks by expressing a wish to build for the future. “I need your hope and your help. . . . If we use our power responsibly, if we never forget that cooperation is the antidote to extinction, and that we can never live apart if we want to prosper together . . . no problem will long remain unsolved.

## Rosenfelt MGM Secretary

NEW YORK—Frank E. Rosenfelt has been elected secretary of Metro-Goldwyn-Mayer, Inc., it was announced by president Robert H. O’Brien. He has been a member of the legal department since 1955.

Prior to joining Metro-Goldwyn-Mayer, Rosenfelt was a member of the legal staff of RKO Radio Pictures, Inc.

## Big, Bad “Woof” Banned By Irate Nashville Lawman

NASHVILLE, TENN.—After sitting through a performance of “Who’s Afraid of Virginia Woolf?,” a police sergeant returned the next night to confiscate one reel of the film and arrest theatre manager Lawrence Kerrigan.

“I represent the thinking of the good people of this town,” said Sgt. Fred Cobb, a Baptist deacon and Sunday School teacher. “I just don’t feel like they would approve of this type of film for young people to see.”

Cobb’s warrant said the film violated a city ordinance banning profanity on the screen. “It’s a disgrace,” he said. “I couldn’t rest easy without doing something about it. It seems to tear down everything that is decent and worthwhile in our society.”

E. D. Martin, co-owner of the theatre showing the film, said, “I don’t know why any one man should want to set himself up as a censoring board.”

City Court Judge Doyle later dismissed all charges against the film. Showings resumed, and patrons, who reportedly were quite irate at Cobb’s action, returned to the theatre in droves.

## “Steal” Sets Records

NEW YORK—Grossing \$136,636 in its opening four days at Radio City Music Hall, 20th Century-Fox’s “How to Steal a Million” set three new box office marks during its initial week-end.

The week-end figure was the biggest for an opening four days in the 33-year history of the Music Hall, breaking the record of \$134,293 set by “The Sandpiper” last summer. The opening day figure of \$30,387 on Thursday was also a record as was Saturday’s gross of \$39,058, which set a new mark for any Saturday without extra performances.

## N.J.-N.Y. Allied Name Lefko “Man Of Year”

BUFFALO—Morris E. Lefko, vice-president and general sales manager of Metro-Goldwyn-Mayer, is the unanimous choice of the committee representing the Allied Theatres of New York and New Jersey as their “Man of the Year,” according to an announcement by Sidney J. Cohen, president of N.Y. Allied, and Howard Herman, N.J. Allied head.

A handsome plaque will be presented to Lefko at the joint convention of the above organizations Aug. 8-11 at the Concord Hotel, Kiamesha Lake, N.Y.

“There were two distinct reasons for selecting Lefko for this top honor,” said Cohen. “In 1963, he was appointed general sales manager at a time when MGM was a very sick company, and in the time between his top sales appointment and today, the sales of this company have soared to new heights, which fact in itself is a tribute to a man who believes in ‘selling film.’”

“Lefko also had the nerve last year,” continued Cohen, “to follow the record-breaking leadership of ‘Hi’ Martin as national distributor chairman in charge of fund raising for the Will Rogers Hospital and O’Donnell Research Laboratories at Saranac Lake. Lefko is heading the drive again this year, and all indications are that he will top the million dollar goal. This is our answer to the dissident group that is attempting to wrest control of MGM from the leadership team that we believe is doing a great job.”

Announcement has already been made that Richard F. Walsh, president of IATSE, also will be honored at the convention. Leaders from every facet of the industry have signified their intention of attending this big conclave, including Robert O’Brien, Sam Rosen, “Hi” Martin, Matthew Polon, Arthur Tolchin, Bernard Myerson, Irving Ludwig, Joe Rosen, Felix Sommer, Sam Diamond, Charles Boasberg, Joe Alterman, Milt London, Marshall Fine, Irving Dollinger, Herman Ripps, Si Seadler, J. E. Cosby, Jack Servies, Harold Hoffman, Paul Lazarus, Milton Fineberg, Mel Maron, Burton Robbins, Ernest Sands, Jay Wooten, Sam Rosenblatt, Al Frank, Lou Baurer, Eliot Cohen, Wilber Snapper, Henry Brown, Howard Goldstein, John Martina, Charles Martina, Dewey Michaels, John Wilhelm, Irving Sochin, and many more.



John Kane (center) was recently honored on the occasion of his new appointment as branch manager for Paramount Pictures in Indianapolis. Event took place in Philadelphia, Kane’s former territory. Offering congratulations are, left to right, Hugh Ferguson, WCAU Radio; Hugh Owen, eastern sales manager for Paramount; Don Hicks, president of MPA; Ulrich Smith, former Paramount branch manager in Philadelphia; and Roy Sullender, Tri-State Booking Service.



## Double Honors For Fox At Memphis WOMPI Meet

MEMPHIS—The 20th-Fox branch here has been the recipient of double honors. Charles Jones, branch manager, was selected as the "Boss of the Year" by the local WOMPI chapter, and Mrs. Marianne Bartlett, secretary to the manager, has been elected WOMPI president.

"Boss-of-the-Year" Jones began his career in the film industry in his late teens when he worked in movie houses. Later, he served in the booking department of Columbia, following which he was office manager for the local Warners branch. He also served as salesman for Warners. He left Warners to become branch manager of 20th-Fox. He is a participant in all Film Row activities, and also an active golfer. Jones is married and the father of a son in the Navy and two teenage daughters.

Mrs. Bartlett began her career on Film Row in 1947 with RKO. She changed to 20th-Fox 10 years ago. She is the mother of a 16-year-old daughter.

Other new WOMPI officers are Miss Lois Boyd, Film Transit, first vice-president; Mrs. Margaret Irby, Howco, second vice-president; Mrs. Martha Sappington, Columbia, recording secretary; Mrs. Mary Katherine Baker, United Artists, corresponding secretary; and Miss Jessie Rae Lucy, Malco Theatres, Inc., treasurer.

## Horowitz Joins Reade

NEW YORK—As part of the continuing program expansion of Walter Reade-Sterling, Inc., Theatres, Edward L. Schuman, vice-president for the theatre division, announced the appointment of Sol Horowitz as film buyer for the circuit's seven metropolitan New York theatres, the Esquire in Chicago, the Bridge in San Francisco, and the two Reade houses currently under construction in Los Angeles and Philadelphia.

Schuman said that Mrs. Rose Deutsch will continue as film buyer for the 43 Reade theatres in New Jersey and upstate New York.

Horowitz comes to the Reade chain from Allied Buying and Booking Service in Chicago, where he served as chief buyer for the past 10 years. Prior to that, he was a booker for Balaban and Katz Theatres.

## New Mirisch-Sturges Pact

HOLLYWOOD—The Mirisch Corporation has renegotiated its contract with John Sturges' Kappa Productions, Inc., adding two additional pictures, for a total of four, that Sturges will make for the Mirisch Corporation, it was announced by Harold J. Mirisch, president of the independent film company. All pictures will be released through United Artists.

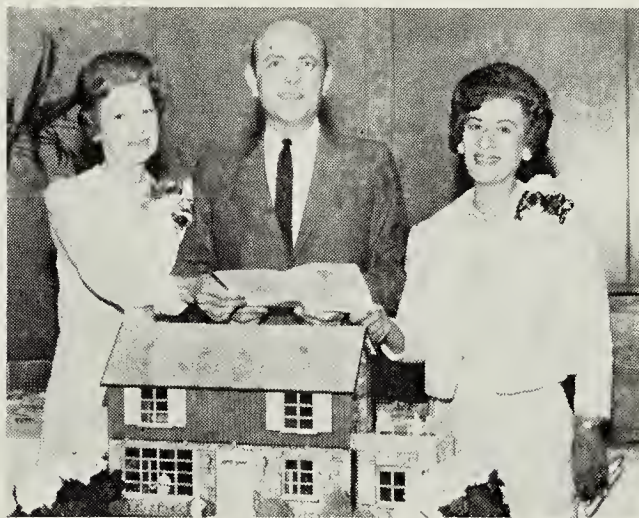
Sturges' first picture under the new contract will be "The Law and Tombstone," which he will produce and direct from a screenplay by Edward Anhalt. Filming is to start in November.

## U Japan Post To Uzaki

NEW YORK—The appointment of Goro Uzaki as manager of Universal's subsidiary in Japan, has been announced by Americo Aboaf, vice-president and foreign general manager of Universal International Films.

Uzaki replaces Makoto Horii, who recently resigned. Universal foreign department executive Joseph I. Mazer, who was in Tokyo at the time, supervised the change in managers.

# October Selected As Movie Month; Campaign To Spark Public Interest



New Orleans WOMPI installation dinner featured symbolic WOMPI House through whose doors the new officers would pass. Shown from left to right are Helen Bila, former WOMPI president; Robert Corbit, Paramount Gulf Theatres; and Lillian Sherrick, new president.

## Twin Becomes Triplet As Redstone Expands

BOSTON—Edward S. Redstone, president, Redstone Theatres, Boston-based chain, operating 47 drive-ins and nine hardtop cinemas in Boston and around the country, announced the start of construction on a 1,100-seat triplet theatre addition to Cinema 1 and Cinema 2, West Springfield, Mass.

The new luxury showcase will be named "Cinema 3." It will be even more elegant than Cinema 1 and Cinema 2, Redstone said. "The new triplet theatre addition will incorporate the famous Redstone Rocking Chair seating, another new art gallery, and the latest projection equipment and multiple track stereophonic sound," he stated.

Target date for opening of the new triplet, first triplet on the New England scene, will be Christmas this year. William A. Reisman, Boston, is the architect; Redstone Theatres are the general contractors.

Redstone also announced that the chain's Cinema Twin in Lawrence, Mass., will also go triplet with a 1,100-seat addition to be named "Showcase Cinema 3." Construction on this triplet will start in the fall.

In addition to its 47 drive-in theatres, Redstone Theatres operate Cinema 1 and 2, Louisville, Ky.; Cinerama house, Cinema 1 and 2, Toledo, Ohio; Cinema 1 and 2, West Springfield, Mass.; Cinema 1, Worcester, Mass.; Circle Theatre, Brighton suburb of Boston; Showcase Cinema 1 and 2, Lawrence, Mass.

The triplet theatre idea, in the opinion of many exhibitors, will catch on fast, and it is being predicted that practically all of the twin theatres now operating will go triplet in the future.

## Grey Joins MGM

NEW YORK—Tom Grey, former amusement editor and critic, has joined Metro-Goldwyn-Mayer as a field press representative, assigned to the midwest division.

Grey will operate out of the Chicago branch office and will act as assistant to Phil Brochstein, midwest division field press representative.

NEW YORK—President Marshall H. Fine and president-designate Sherrill C. Corwin, National Association of Theatre Owners, jointly announced that the first National Movie Month in industry annals has now been set for October, with an advance sendoff starting Sept. 28 concurrent with the opening of NATO's initial national convention here. They declare that the membership of the mammoth organization will be fully mobilized for the success of the project which would encompass the talents of the entire industry. Serving as co-chairmen with Fine and Corwin on the National Movie Month committee are Sumner M. Redstone, Jack Armstrong, and Irving Dollinger.

It is NATO's goal that—with the cooperation of production and distribution—National Movie Month will become an annual coast-to-coast festival of entertainment and excitement to capture the imagination of the nation and focus attention on the king-size thrills, glamor, romance, and laughter that movie-going brings.

Fine and Corwin expressed particular appreciation for the encouragement and help received from Jack J. Valenti, president, Motion Picture Association of America, and viewed the liaison with that organization as an important asset. It is planned to enlist the support of talent guilds, unions and every entity of the film world in the campaign.

Showmen are in agreement that strong product, plus extra-effort promotion, premieres, previews, personal appearances, and creative showmanship can excite the public to peak movie-going throughout October with a momentum carrying on through November. National Movie Month attractions will be backed by the continuous efforts of 12,000 showmen acting as press agents for an all-industry event.

National Movie Month was first proposed by the NATO officers at the beginning of March during the summit conferences with the top-level sales executives of each of the nine major motion picture distributors. They suggested that National Movie Month be timed to coincide with the let-down and disappointment which invariably follows the ballyhoo of the new tv programs after Labor Day. This NATO proposal received an enthusiastic response and promises of cooperation from the distributors. The general sales manager of each film company agreed to release a major motion picture during National Movie Month to help continue the movie-going momentum built up during the summer.

## Record UA Weeks Drive

NEW YORK—The annual United Artists Weeks Drive, which this year ran from June 26 through July 9, achieved the total of 27,865 bookings, it was announced by United Artists vice-president James R. Velde.

Velde reported that the 1966 results were better than those of 1965 by an impressive 3,679 bookings and added that 1965 had been described as a record year for the United Artists Weeks Drives.

At the same time, Velde thanked all the exhibitors and all the company's branches in the United States and Canada for their efforts which resulted in the record bookings.



# London Asks IA For Aid In Fight On Daylight Time; Hits Runaways

DETROIT—Milton H. London, president of Allied Theatres of Michigan, addressed the 48th biennial convention of the I.A.T.S.E. in Detroit's Cobo Hall.

London stressed the fact that NATO is now the leading exhibitor organization in the United States, and is dedicated to the welfare of the entire motion picture industry. He went on to say how important it is to have a better understanding, coordination, and communication with every segment of the motion picture industry. He called attention to the Uniform Time Act of 1966 passed by Congress, making daylight time compulsory in each state next summer unless each state legislature enacts a specific law prior to April 1, 1967, requiring their state to have standard time. He urged IA members to assist exhibitors in the struggle.

London went on to say how important motion pictures are to the economy, prosperity, and world-leadership of the United States.

London had great praise for the men behind the scenes, their technical know-how, craftsmanship, and creativity, and to their pride in doing the job better than anyone else. He went on to say it was a shame that this industry permitted American motion picture production to decline while foreign production was being encouraged, subsidized, and increased by every other government in the world.

By every right, he said, America should never have lost its position of dominance in the production and distribution of motion pictures in the world market. In closing his speech, London said NATO stands shoulder to shoulder with every International Alliance member in insisting production be brought back to the United States where it belongs.

He paid tribute to Dick Walsh, Lester Isaacs, John Shuff, and Roy Ruben as dedicated executives of the IA.

Delegates to the IA convention were also addressed by other top men in their fields representing government, labor, and the motion picture industry.

The line-up of speakers included Willard W. Wirtz, U.S. Secretary of Labor; Commissioner John Murray, Federation Mediation and Conciliation Service; George Meany, president of the AFL-CIO; Alexander Barkan, director of the AFL-CIO Committee on Political Education; Joseph Lewis, secretary-treasurer, Union Label and Service Trade Department; Jack Valenti, president Motion Picture Association of America; and Charles S. Boren, executive vice-president, Association of Motion Picture and Television Producers.

An International flavor was given to the gathering by Sir Tom O'Brien, general secretary, British National Association of Kine Employees, who was making his third appearance at an IA convention.

More than 1,100 delegates attended the gathering. They were welcomed by Mayor Jerome P. Cavanagh; Al Barbour, president of the Wayne County AFL-CIO; and Peter Brubeck, Wayne County Sheriff.

The Detroit arrangements committee for the convention was headed by Walter Craig, Stage Employees Local 38. Co-chairmen were Warren Wilson and Harry Pollock, Sr., of that local, and Edward Escoc, Treasurers and Ticket Sellers Local 757.

## N.J. Allied Maps Fight On Unfair Sales Policies

NEW YORK—The members of Allied Theatre Owners of New Jersey have decided to take action on what they say is the illegal practice being used in distribution of motion pictures in their territory, Howard Herman, president, announced.

"The current methods of releasing films in 'waves' and in arbitrarily selecting one competing theatre over another for an exclusive run is damaging to the unselected theatres; also non-competitive theatres are being forced to bid against one another. Theatres who have established a certain availability over the years find that they have suddenly lost their run. Our members say that this is unjust, unethical, and illegal, and we can no longer sit by without doing something about it. We plan to engage legal counsel to advise us what steps to take to correct these abuses. The theatres in our organization represent an investment of many millions of dollars and we will do everything we possibly can to protect this investment."

## Tech. Names Spelletich

HOLLYWOOD—Kalman Spelletich, Jr., has been appointed manager, audio-visual sales, for the commercial and educational division of Technicolor Corporation, it was announced by Robert T. Kreiman, vice-president and division general manager. He originally joined the division as Great Lakes regional manager in 1965.

The division manufactures and markets a line of 8mm. and super-8mm. Technicolor portable cartridge loading projectors widely used for educational purposes and as sales aids. It also supplies cartridge-loaded single concept motion picture films used with the projectors.

## Will Rogers Drawing Selects Prize Winners

NEW YORK—With Pat Marand, star of Broadway's "Superman," playing "Lady Luck," the Will Rogers award drawing took place at Friars Club. Attending as official witnesses were Rube Jackter, Sid Stockton, J. E. Shugrue, Chet Horstman, Lois Lewis, Helen Cohen, James Jordan, Bob Wilkinson, Si Seadler, and Irving Ludwig.

Winner of the 1966 Lincoln Sedan grand prize was H. Allen, Toronto, Canada. Others were London holiday for two, won by Mrs. W. L. Thomas, Oklahoma City; Ireland holiday for two, Mark Mandala, Los Angeles; Miami holiday for two, David Roberts, Williamston, S.C.; Puerto Rico holiday for two, Frances B. Strebe, Palm Springs, Calif.; Lake Placid week-end for two, A. W. Grog, New Orleans; Eastman Kodak 16mm Sound Projector, Crest Belmont, Long Beach, Calif.; Decca Hi-Fi Portable Record Player, Norad Enterprises, Int., York, Maine; Technicolor 8mm Movie Projector, Charles Moss, New York; Fujica Single 8 Movie Camera, Interstate Circuit, Inc., Dallas; Polaroid Camera, Sam Russo, San Diego, Calif.; Cavalier 35mm Automatic Camera, Ames Theatre, Dayton, Ohio; 100 Titleist Golf Balls, Frank Ferdaise, Jackson Heights, N.Y.

## Sugar, Fabian Head Drive

NEW YORK—Joseph M. Sugar, vice-president in charge of domestic distribution for 20th Century-Fox Film Corporation, and Edward L. Fabian, vice-president of Fabian Theatres Corporation, have been named co-chairmen of the 1966 fund raising drive of New York's Cinema Lodge of B'nai B'rith, it was announced by Norman Robbins, president.

The Cinema Lodge fund-raising drive involves the sale of \$25 Contribution Share Certificates limited to 750, with one of the purchasers being awarded a 1967 four-door Cadillac Sedan.

Culmination of the drive, which is conducted on behalf of the B'nai B'rith agencies including the Anti-Defamation League, the Hillel Foundations, Vocational Service, and the B'nai B'rith Youth Organizations, will be on Nov. 17 when the Cadillac will be awarded at a luncheon at the Hotel Warwick.



Watching Pat Marand, of stage hit "Superman," pick winner in the Will Rogers Annual Drawing are left to right, Ned Shugrue, executive director of Will Rogers Hospital; Irving Ludwig, Buena Vista; Si Seadler, MGM; Bob Wilkinson and Jim Jordan, Universal.



## Filmways Earnings Double For Nine-Month Period

NEW YORK—Net income after taxes of Filmways, Inc., for the nine-month period ended May 31 amounted to \$743,234, or \$1.07 per share on 696,317 shares outstanding, it was announced by Lee Moselle, president of the television and motion picture producing company. This figure approximately doubles the comparable nine month net earnings of the previous fiscal year, representing 56 cents per share based on 668,752 shares outstanding. Moselle further stated that his figure exceeds by approximately 20 per cent the dollar earnings for the entire previous fiscal year.

Television activities, under Al Simon, who heads the subsidiary Filmways TV Productions, Inc., continue into the new fall season with a fifth CBS network year for "The Beverly Hillbillies," in addition to five-times-a-week daytime stripping on CBS. "Petticoat Junction" will be going into its fourth year, and "Green Acres" moves into its second year—both on the CBS network. These will be joined by "The Pruitts of Southampton," starring Phyllis Diller, which will be seen on the ABC network. "Mr. Ed" is being syndicated following six years on the air. "Trials of O'Brien" has been sold for showings in England and other foreign markets. Other shows are planned as well.

The 1966-67 motion picture schedule of Filmways, under production chief Martin Ransohoff, promises to be the most active in the company's history, with 11 features scheduled within the next 19 months. British director Jack Clayton has just been signed to direct three pictures, "Our Mother's House," "Wagons East," and "Sweet Autumn."

Currently before the cameras are "Don't Make Waves," starring Tony Curtis and Claudia Cardinale, and Roman Polanski's "The Vampire Killers," starring Sharon Tate. Both are for MGM release.

Scheduled to begin filming this fall for Columbia is "Castle Keep." In February 1967, production will start on "Ice Station Zebra," an MGM release. "Devil Take All" will also start in the spring, to be followed in the summer by "Chercher La Femme," the second film in the four-picture deal between Filmways and Roman Polanski. Also set for next summer is "The Courier," an MGM release.

Late summer of 1967 will mark the start of "Catch-22," to be directed by Mike Nichols. This will be followed by "That's the Way the Money Goes." In addition, the second Jack Clayton picture will be filmed during 1967.

Set for filming in 1968 is "Tai-Pan," for MGM release. Also planned for '68 are the remaining two projects in the Filmways-Polanski four-picture arrangement and the third picture Jack Clayton will direct.

Completed and awaiting release is "13," an MGM release starring Deborah Kerr, David Niven, and introducing Sharon Tate.

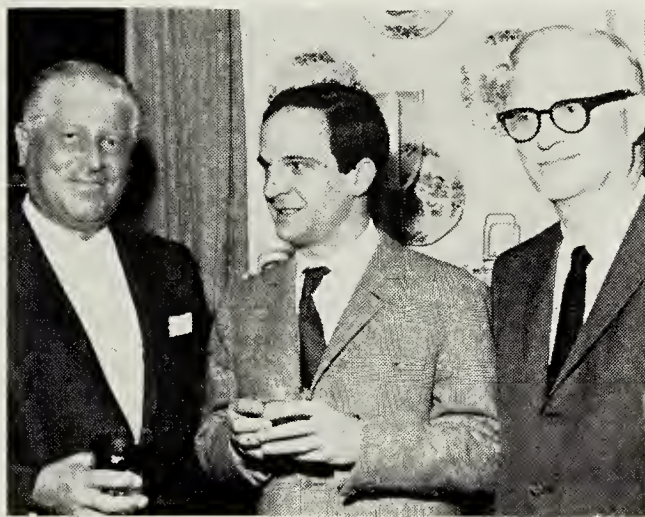
Filmways has entered the field of theatrical distribution of motion pictures with Roman Polanski's "Cul-de-Sac," winner of the Berlin Film Festival's Golden Bear award for the best picture of the year.

Filmways Records, Inc., has recently been formed for the production of both single and long-playing albums.

In a significant diversification area, Filmways' wholly owned subsidiary, Filmways Motor Speedways, Inc. has entered into a joint venture agreement with Stolte, Inc., international general contractors and developers, to create, develop, and operate the Ontario Motor Speedway in Ontario, Calif.

## Philippine Movie Industry Hopes To Make Strides In World Market

By MARK GIBBONS



Shown at a London reception in honor of Universal's "Fahrenheit 451" are, from left to right, Universal president Milton R. Rackmil; director Francois Truffaut; and Henry H. "Hi" Martin, Universal general sales manager.

### Holden Suit Would Bar "River Kwai" TV Release

HOLLYWOOD—Another attempt to prevent the showing of a major film on tv was made in a Superior Court suit when actor William Holden sought \$1,100,000 damages from Columbia Pictures Corp. and Horizon-American Pictures, Inc., charging they were misusing his deferred earnings from "The Bridge on the River Kwai" for their own investments. Holden's suit contended that the proposed video release this fall of the picture violated a clause in his contract which guaranteed that nothing be done to reduce or diminish receipts from "Kwai" and that all efforts be made to obtain the greatest possible gross revenue.

Harold A. Fendler, attorney for Holden, who co-starred in the movie with Alex Guinness, said that future theatre revenue would be much greater than any amount obtained from licensing for tv. Fendler added the film already has proved to be one the "big money makers" in the history of motion pictures, and the suit claims that it has grossed more than \$28.5 million to date.

Under a 1956 contract, Holden, the suit avers, was assured payment of \$250,000 plus 10 per cent of gross receipts in excess of \$2.5 million, with payments limited to \$50,000 per year and the rest of his earnings deferred. Some \$2.6 million of Holden's deferred share of the gross has been withheld and used for investment purposes without accounting to him, the suit alleges.

### New Network In Film Buy

NEW YORK—Joseph E. Levine's Embassy Pictures Corp. television branch has sold almost 200 hours of programming to D. H. Overmyer Communications, whose network is scheduled to start broadcasting this year. Announcement was made jointly by Robert L. Bryan, Overmyer president, and Cy Kaplan, Embassy vice-president for television sales. Included in the package are "Adventure 26," "Top Time Feature Films," "Scotland Yard," and "Invitation To Murder."

Overmyer has opened its first station in Toledo, with five others to follow this year.

HOLLYWOOD—The Filipino movie industry is making a bold bid to acquire the mantle of world status, it was reported to MOTION PICTURE EXHIBITOR by producer Luis Nepomuceno, whose late father, Jose, founded the Philippine motion picture business in 1917. There are 700 movie theatres in the republic with admissions ranging as low as five cents in the provinces to 65 cents for a loge in a first-run Manila house, with the result that Filipinos are counted among the most enthusiastic movie fans in the world, Nepomuceno said.

Because no more than 20 per cent of the total take at the boxoffice results from native pictures, the movie moguls of that relatively small country are determined to rectify that situation, Nepomuceno said, and parenthetically added that of important product from abroad, 90 per cent is from America. Films get the same distribution in the Philippines as in America "since we are practically under an American sphere of influence," he said, "and the big Philippine favorites are Julie Andrews and Sean Connery."

Nepomuceno is here to set a scholarship program in UCLA's Motion Picture Division for deserving Filipino students. He is also utilizing his visit to announce production plans for his forthcoming "Because of a Flower," his own first step as a feature producer after having long been his country's leading producer of theatrical commercials. If "Flower" is a success, he confided, he will continue in feature production, pointing out that today, Philippine features are shown abroad only in cities with large Filipino populations, such as Los Angeles and Honolulu.

"We have the talent and potential to compete in the international market," Nepomuceno insists. "Our country makes about 250 movies in a year. There are about 100 producing companies and three or four big studios. Less than half of the pictures are made by these majors; in fact, some of the independents are actually bigger than the majors. Some people think I am insane to make a picture that may cost as much as half a million dollars."

But apparently Senor Nepomuceno doesn't think his mental processes are coming unstitched.

### Variety Comes Across

CHICAGO—The Variety Club of Illinois, Tent 26, made formal presentation of \$65,825.51 in checks, net proceeds of the Prince Philip fund-raising banquet. David Smerling, chief barker, and Jack Clark, past chief barker and Variety international representative, presented a check for \$38,883.67, to the Variety Club Research Center at La Rabida Jackson Park Sanitarium. They also presented a check for \$5,000 to Children's Memorial Hospital, accepted by the hospital's board chairman, John C. Sturgis.

La Rabida also was the recipient of a check for \$5,000 from the Sears Roebuck Foundation in memory of George Struther, who was Sears' vice-president of merchandising.

A final check for \$16,941.84 was presented to Michael Reese Hospital, with acceptance by Leigh Block, Inland Steel Corporation.



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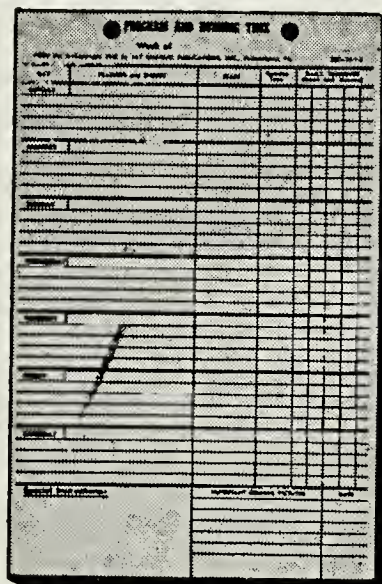
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● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

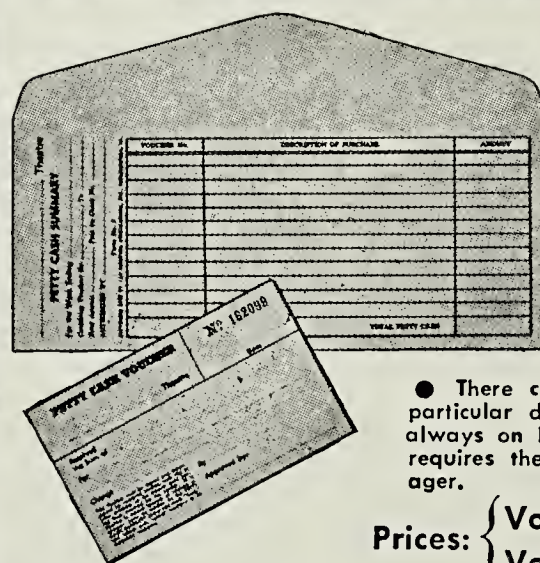
● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad



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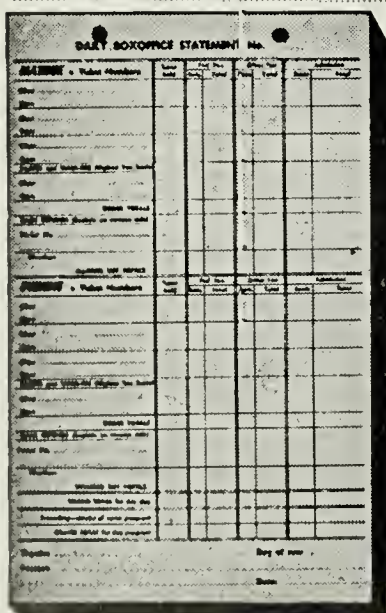
● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

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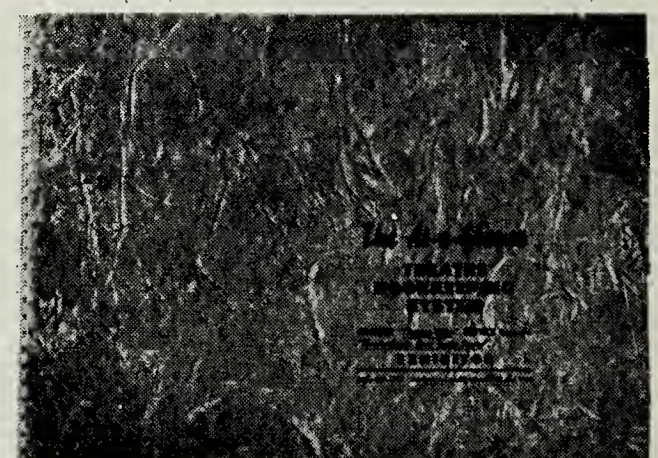
● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

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# The NEW YORK Scene

By Mel Konecoff

20TH CENTURY-FOX PEOPLE ARE SO PROUD OF THE BLOCK-LONG SPECTACULAR sign advertising "The Bible" overlooking Broadway between 45th street and 46th street that they arranged to borrow Sardi's famous English bus, a guide, and a waiter to serve refreshments to take us past same in style, with the proper observations in order. The tour terminated at Sardi's for lunch where Jonas Rosenfield, Jr., vice-president and director of advertising and publicity, and his executive assistant, Arthur Manson, presented a progress report on the film.

The picture, scheduled to premiere at Loew's State on Sept. 28, has been creating excitement and drawing attention in increasing proportions, making probable the preliminary estimate of record grosses. Sparking the upsurge in activity has been over 30 screenings in the major roadshow markets of the country some four months before release.

Efforts are being made to humanize the film as a great entertainment rather than as an institution. This has been carried through in signs, posters, etc., via illustrations, while the story line is emphasized in the copy—labeling it as the first love story, the first murder story, the first hate and faith story, etc.

The screenings for opinion makers has in effect caused the picture to work for itself. 5,000 people thus far have seen the film, Rosenfield estimated, over a four to six week period, and he felt that the exposure has had a tremendous cumulative effect.

Contrary to the belief in some quarters, the world doesn't close down during the summer months of June and July, and among the activities that took place during that period was the excitement displayed by Macy executives, who after seeing the picture decided to run full page ads in the papers on a frequent basis plugging the film and the fact that all their stores are prepared to sell tickets.

Other department stores in principal cities have followed the Macy example, with all 21 markets opening the release into October to be covered eventually. This is all part of point of sale selling, which sometimes is brushed off. This area is most important for the selling of roadshow engagements, it was stressed.

Director John Huston doesn't usually get involved in a film's publicity, but he had no compunction about helping out on this one. He even volunteered to go out on tour, and the impression he made was overwhelming and created ticket-selling copy.

The Broadway sign, incidentally, costs \$100,000 per year, as is; copy and changes are extra. One might sort of say that this year's rental has already been paid since \$150,000 in tickets have been sold at the advance-sale boxoffice at Loew's State, where a healthy run is predicted.

**A MATTER OF OPINION: AS PRODUCER JOE PASTERNAK SETTLED INTO a chair in the MGM conference room, he emphasized that this get-together was not an interview. When it was all over, we could swear that it was the closest thing to one in our experience.**

Surrounded and buttressed by general sales manager Morris Lefko, assistant general sales managers Herman Ripps and Lou Formato, special projects executive Si Seadler, an assortment of press agents, and a photographer, Pasternak observed that he came to town to see the boys at the home office; to attend a Pasternak film festival at the Gallery of Modern Art; and to report that he's written a cook book, which has just been published.

His latest completed film, "Spin Out" with Elvis Presley, just happened to arrive at the home office the day before, and he thought it the best Presley ever. This performer is tops in Pasternak's opinion. Said Joe ("Call me Joe"), he's the only star who doesn't want to produce, direct, or write—not even with someone else's money. He comes on the set ready for a day's work as an actor.

At this point, Joe lamented over a lack of star development for the future, not only on the part of MGM but also by others in the business. There should be a cooperative campaign in the works by press, exhibitors, and the studios to get new stars with the move to be initiated by the studios. MGM hasn't done much along these lines because of the expense involved, and alas, the star system exists today almost without stars, there only being three or four around these days.

Pasternak, er Joe, tries to bring out new personalities in his pictures to start the ball rolling, and he says there certainly is no shortage of talent. Oft times, he is guided by the sales department, which has to go out to sell the pictures. The first question asked by exhibitors is "Who's in it?"

An important adjunct of the business are personal tours cross country, which he used to do all the time between pictures. Of late illness has interrupted this phase of his operations. He'll resume it for "Spin Out" and for "Penelope," just being completed. Touring is of definite help in amassing grosses, he felt.

Back on the subject of Presley, Joe will make "Guitar City," about stock car racing, with him next February. 1968 will see three Presleys being released by MGM—at Easter, during the summer, and at Thanksgiving. His films are the most consistent boxoffice grossers with each release showing an improvement. Only New York has been proving a reluctant market. MGM buys more prints on Presley pictures than any other, with close to 500 ordered for domestic use on his last release—and they were still in short supply. It turns out that every time there is a Presley picture ready for selling, Ripps and Formato do battle for the available print supply.

Queried about his future films, Joe stated he'll continue to stick to his formula of not making "dirty" pictures. If a controversial subject comes along, he'll make it. Nine of his pictures played the Radio City Music Hall. Incidentally, he won't allow his own life story to be made, nor will he make it himself—it's too "dirty," said he.

**DIRECTION OR DIRECTION: DIRECTOR BRYAN FORBES, WHO TURNED out the drawing room comedy, "The Wrong Box," for Columbia release, was in town from England to promote the film with his wife, Nanette Newman, one of the stars.**

(Continued on page 15)

## Boston Loves Hitchcock, Even Early In Morning

BOSTON—Boston loved Alfred Hitchcock, who was here for three days to promote his new film and its world premiere at Ben Sack's Music Hall. Something new in world premieres was arranged by Hitchcock, who set the world premiere of "Torn Curtain" at 9 a.m. on Thursday, July 14.

Amazingly, more than 2,000 Hitchcock fans turned out at 8:30 clamoring to get in. The director himself cut a 20-tiered birthday cake in honor of his 50th anniversary in films, and personally served slices to the first of the world premiere goers.

The paid audience which saw the opening of the film filled 2,200 seats on the main floor of the Music Hall, which is a 4,400-seater and was personally chosen by Hitchcock for its size, grossing capacity, and notable gross record on "Goldfinger." On the basis of the tremendous opening and first day's business, the Universal executives and theatre management expected a \$50,000 gross for the first week.

Previously, Hitchcock was feted at a press conference aboard Ben Sack's new 85-ft. yacht, "Grey Mist," anchored off Pier 4, and guests were then transferred from the yacht to the Pier 4 restaurant for lunch. Another press conference for out of town newspaper people from all over New England was held at the Ritz Carlton.

In for the world premiere were Herman Kass, national exploitation; Philip Gerard, eastern advertising public relations director; Joe Rosen, from Universal's New York office; Mike Weiss and Joe Morella, Universal field men; Harold Mendelsohn, Universal Studios.

On his arrival, Hitchcock posed for photographers and fans who entered a contest for the best profile of the director, with prizes awarded by the theatre. Hitchcock, following the world premiere of "Torn Curtain," went to Harvard University where the Harvard Drama Club presented him an honorary membership, the first time they have bestowed this award in over 20 years.

The last luminary to receive the coveted Harvard Drama Club honorary membership was Noel Coward. Hitchcock spoke to the Harvard students for over half an hour with a question and answer period following. He was also guest of honor at a Retail Board of Trade lunch at the Sheraton Plaza.

From arrival at Boston's Logan airport on Tuesday, July 11, Hitchcock gave Boston a long view of his famous profile with a Governor's office reception and presentation by Governor John A. Volpe of a Paul Revere Bowl; a mayor's reception; a special wine tasting fete at the Ritz Carlton; plus appearances on all the television and radio stations.

Hitchcock's safari to Boston netted huge amounts of space in the local newspapers, and engendered tremendous interest for the picture. Boston film critics gave the "Torn Curtain" excellent reviews and credited "the master of suspense" with another "hit."

The director went from Boston to openings in Atlanta and Toronto.

### T. Lazarus To Ad Agency

NEW YORK—Thomas L. Lazarus has joined the Charles Schlaifer and Company advertising agency as account executive, it was announced by Charles Schlaifer, president of the agency.

Lazarus resigned as advertising manager of Seven Arts Pictures to assume his new position. Previously, Lazarus had worked at 20th-Fox and Donahue and Coe.



## Variety Convention Raises \$250,000 For Charities

LONDON—The Variety Clubs International 1966 convention, held in London on April 18-22, raised a sum in excess of \$250,000. This has been announced by James Carreras, international chief barker, who also stated that the total was a new all-time record for a Variety Clubs convention.

The money is to be devoted, without deduction, to children's charities.

Funds were raised through registration fees, a souvenir brochure, and individual and company sponsorships of the main convention events.

Among the benefactors who contributed to the congress were Joe Levine, Pepsi-Cola, Coca-Cola, Johnnie Walker Whisky and Fred Pontin, Sefton Myers, Metro-Goldwyn-Mayer, Royal Naval Film Corporation, Len Matchan, Max Berman, 20th Century-Fox, Max Factor, Humphries Holdings, Associated British Picture Corporation, Booths Gin, Variety Club of Mexico, American-International Pictures, Hammer-Seven Arts, John Lawson, Nat Cohen and Ben Rosenfeld, Moss Empires, Lyons Maid, Raleigh Cycles, Paramount Pictures, Variety Club of Gt. Britain Golfing Society, National Screen Service, and Donald Davies.

All miscellaneous expenses were underwritten through large donations contributed by Sir Billy Butlin, Associated British Picture Corporation, Bernard Delfont, Jack Bloom, Charles Pearl, Harold Baim, Bob Oakes, Arthur Lees, and Stanley Baker.

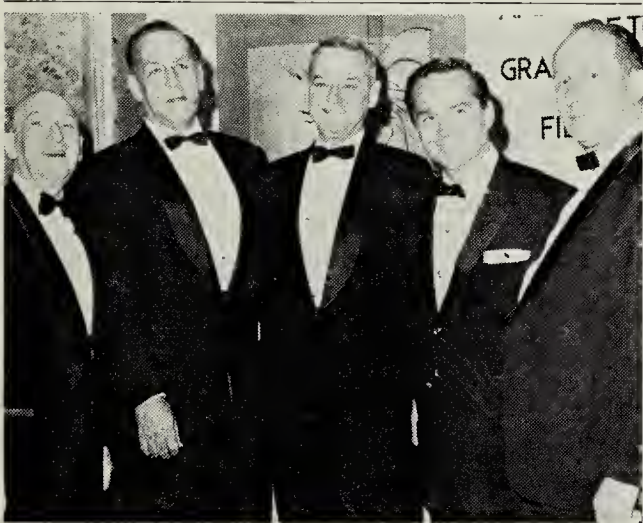
Carreras also reported that many sponsorships have already been committed for the 1967 international convention to be held in Mexico City on May 16-19, with the Variety Club of Mexico as host.

## Academy Scholarships Set

HOLLYWOOD—Establishment of a scholarship fund and a change in rules governing the Foreign Language Film Award have been voted by the board of governors of the Academy of Motion Picture Arts and Sciences.

Governors budgeted a minimum \$25,000 for scholarship purposes. The total is subject to increase following review of program recommendations by a committee to be appointed by Arthur Freed, Academy president.

Foreign Language Film Award rules now provide that entries must have English subtitles. In the past, the rule required only the original dialogue track, with sub-titles optional.



At the American premiere of Allied Artists' "A Man and A Woman" at the Paris Theatre, New York, are, left to right, Nat Nathanson, AA vice-president; Sid Deneau, Rugoff Theatres; Duncan MacGregor, president of the Paris; Claude Giroux, AA president; and Roger Hurlock, AA chief operating officer.

## LONDON Observations

by Jock MacGregor

WHAT A PLEASURE IT IS TO WATCH A REALLY WELL ORGANIZED, smooth running unit. During a short visit to Bill Graf's first production as an independent, "A Man For All Seasons," I saw Fred Zinnemann direct no less than six set-ups. The scene depicted the trial of Sir Thomas More in Westminster Hall. Paul Scofield in the title role and many principals were involved, together with hundreds of extras, but there were no hold-ups, no fluffs. Despite the numbers and the size, it was a remarkably quiet set. Zinnemann did not shout. In consequence, others did not. He obviously knew exactly what he wanted and imparted his instructions in such a manner that all clearly understood what was required of them. A couple of rehearsals and two or three takes at the most, and he was satisfied. I understand that Zinnemann had rehearsed the principals in the main scenes before shooting in the studios ever began. Such pre-planning, first class artists, a finalized script which does not require major changes, and a director who clearly defines his requirements are once again proving their worth. Bill obviously learned the full extent of what can go wrong with pictures when he was Columbia's production executive here and is determined that such things should not happen with his own. Adapted by Robert Bolt from his West End and Broadway play, this color Historical concerning More's opposition To Henry VIII's divorce from Catherine of Aragon will be released by his old employers.

TWICKENHAM STUDIOS MAY BE SMALL IN SIZE, BUT THEY ARE BIG IN output. When I visited, Ken Shipman and Guido Coen were in high spirits. Their stages for some three years have been working to capacity and are well booked into the New Year. Both "Beagle" films and the highly successful "Alfie" were made there. On one stage, I found myself in New England. David Greene was directing Carol Lynley and Gig Young in a scene for Seven Arts-Troy-Schenck's "The Shuttered Room." On another, I was in an aircraft with Tom Adams fighting it out as Charles Vine in James Ward's successor to "The Second Best Secret Agent," "Death of Angels," which is being made in association with Embassy. On location was Joseph Losey directing Dirk Bogarde and Stanley Baker in London Independent's "Accident." In the cutting rooms are Sidney Lumet's "Deadly Affair," starring James Mason for Columbia release, and Subotsky-Rosenberg's "Deadly Bees" and "The Terronauts." There is certainly no depression in this well run studio.

IN HIS STATEMENT ACCOMPANYING THE ASSOCIATED BRITISH PICTURE Corporation annual report, Sir Philip Warter revealed that though some pictures which played the circuit disappointed, boxoffice receipts were slightly up. Overall profits were down due to the government levy and additional charges on television activities. In announcing new ABC theatres for Bristol, Doncaster, and Glasgow, and negotiations for other sites, he said that this must not be taken to mean the circuit was to be increased beyond around 270 theatres. He warned that difficulties in getting staff and the high cost of the new Selective Employment Tax could accelerate the closing of the older and less profitable houses. The Cinematograph Films Council annual report reveals that during the year ending March 31, the number of cinemas in England, Scotland, and Wales fell from 2057 to 1975, and that estimated admissions were 11 per cent fewer at 316 millions.

ALLEN V. MARTINI TELLS ME THAT HE IS OPENING LONDON OFFICES from which National General Corporation of America's subsidiary, National General Productions (formerly Carthay Centre Productions), will conduct its European activities. Production on their first venture over here with Rank, Ivan Foxwell's "The Quiller Memorandum," with Michael Anderson directing and George Segal, Alec Guinness, Senta Berger, Max von Sydow, and George Sanders, nears completion. Other projects are being negotiated. It is understood that despite the consent decree, the U. S. Justice Department is to go along with them to a great extent as it is felt their enterprise is a healthy thing for the industry.

UNEXPECTED PARCELS AND LETTERS BEARING STRANGE STAMPS ARE invariably the first opened. I tore a neat package bearing a BLC label open to find a family size Sugar Puffs bearing a plug for Rosenberg-Subotsky's "Daleks—Invasion Earth 2150 A.D." and telling me how to win a Dalek from promotions controller Harry Pease. Some 3½ million similar packs, backed by a national tv campaign, will be sold in 100,000 supermarkets and grocers. I immediately broke my diet regarding breakfast, and suitably fortified to face any Dalek, set out for the preview of the second science fiction adventure based on the tv serial, just as Walter Reade launches the first, "Dr. Who and the Daleks," in the U.S. Whether it was the corn expanding my waist line or the corn on the screen I know not, but like the characters, I was completely "robofied." I shall just have to try that contest to win a Dalek of my own! Judging by a slightly tattered reciprocal poster in the film, Quaker Oats Sugar Puffs will be sold in 2150. You just can't beat good corn.

AFTER SOME FOUR YEARS, GARY DARTNALL HAS RESIGNED AS LION International Films western hemisphere representative. London-based Sidney Safir becomes president of LIF, Inc., with Justin M. Golenbock as secretary and treasurer and Leo Tolin as accountant. . . . Congratulations to Clive Willis on being promoted publicity manager at Columbia. . . . Hal E. Chester hosted a Dorchester press reception for Yul Brynner, Britt Ekland, and director Franklyn Schaffner before "The Double Man" (formerly "Legacy of a Spy") moved to the Associated British Elstree studios for the interiors Warner Brothers will release. . . . That Man from UNCLE is doing it again on the big screen. With 520,000 (yes, 520,000) registered cardholders in the U. K. alone, three morning shows at 70 cents were given for their benefit at the Ritz. It established an all time opening day record for both admissions and money taken. It is running concurrently with the Marble Arch Jacey and is further proof of the enormous theatre potential of expanded episodes in color of successful tv series. . . . Also paying off in a big way are the pre-release seasons for Carl Foreman's "Born Free."



# Inflight Celebrates Fifth Year Amid Battle Over Fee Structure

NEW YORK—The world's most unusual chain of theatres has celebrated its fifth birthday. There are nearly 200 luxury theatres in the chain, each spanning the earth at more than 600 miles an hour. Each operates six or seven miles in the air, moving between places like New York and Rome, or Hong Kong and Australia. The movie chain is Inflight Motion Pictures, Inc. The theatres, in fact, are the cabins of the big Douglas and Boeing jetliners.

Inflight, which pioneered airborne movies on commercial airliners in July, 1961, has mushroomed into a multi-million dollar industry, with employees in over 20 countries.

For the past five years, 90-95 per cent of all passengers on domestic flights, where movies are offered free, have availed themselves of the Inflight entertainment, and public acceptance continues despite efforts to price it out of favor.

Even those carriers who find that they must shuffle movie schedules to accommodate elaborate food or other cabin services on shorter flights, have scheduled additional movie flights on the longer transcontinental and international segments.

These now include Trans World Airlines, United Air Lines, Air France, Philippine Air Lines, and Olympic Airways. The movie service is also featured on the Baltimore and Ohio and the Chesapeake and Ohio Railways.

In the first year, there were only 3,000 showings. In each succeeding year the number doubled. Inflight currently does about 50,000 showings a year for five airlines and expects the number of showings to increase as the tourist season advances and the burgeoning airline business continues to grow.

Some air carriers sponsored an all-out ban on airborne movies. But when the U.S. Justice Department and Civil Aeronautics Board objected, a compromise was reached that called for a test period of a year during which passengers on intercontinental flights must pay a surcharge to the airlines of \$2.50 for use of the headset providing the movie sound and dialogue. Subsequently, U.S. domestic airlines have asked the CAB to authorize a \$2.00 headset fee on domestic flights. The CAB is expected to rule on this request in coming weeks. Inflight Motion Pictures does not share in any of the revenue derived from these surcharges.

Since its first equipment was designed, Inflight has made many improvements in its projection, screen and audio equipment. Movie showings can now be scheduled in full daylight, or with full cabin illumination, as the result of the development of the Hi Light (HL) 400 illumination projection system, which eliminates the need to draw the window shades. Films can now be shown on Air France, for example, so that passengers can flip a switch to hear dialogue either in English or French. Inflight is also marketing the first tape deck designed specifically for an airliner, which provides passengers with a variety of musical and other entertainment programs, and can transmit information programs regarding various countries or cities that the airliner is approaching. Inflight has also pioneered the development of a high priority pre-recorded passenger announcement system.

As president and chairman of the board of directors of Inflight Motion Pictures, which recently was listed on the American Stock

Exchange, David Flexer is optimistic about the future of his company.

"In the air, as on the ground and in television broadcasting, movies have proved their popularity and value beyond all doubt. On long flights, they are not only an excellent way to relieve monotony, but are helpful in relieving the anxiety of nervous passengers. They are a welcome cabin service to air travelers. They ease the tensions of the first-time passenger, and are invaluable in attracting new passengers to the bigger planes now being delivered and on order. We are already working on advanced designs for the Boeing 747 and for the SST. We expect this equipment to be standard equipment on all transports.

"What will happen to the fee structure I cannot, of course, predict. I believe it is unfair to charge more in the air than most passengers pay for movie admission on the ground. There is no doubt in my mind, however, that the surcharge will eventually be reduced or eliminated, and that movies in the air are here to stay."

## CAB Hears Arguments In Inflight Fee Fight

WASHINGTON—In testimony prepared for the Civil Aeronautics Board, the Motion Picture Association of America commented that if approval is given an agreement made by 12 domestic airlines to charge \$2 for in-flight films, such entertainment would cease.

The airlines said that the cost of in-flight entertainment was excessive, forcing them to ask for the additional tariffs.

These arguments, together with the Justice Department's, have been filed with the CAB for approval. After studying them, the CAB will ask those interested for briefs answering each other's arguments. A date will then be set by the CAB to hear oral arguments.

Suggesting that food and hostesses might also be eliminated, the MPAA said that the airlines provide these "cabin amenities" without charge, and that the proposed tariff is "a flagrant and egregious discrimination against motion pictures."

In-flight entertainment cost in May, reported United Air Lines, was \$3.15 per headset used and \$1.54 per seat. United estimated system-wide costs of \$6,703,590 for 1967. American Airlines put the cost at \$8.48 per user.

Sony Corporation, in a dissenting voice, said the cost to United is 0.3 percent of passenger revenues and only double that figure for TWA. Sony termed "deceptive and ludicrous" the carriers' contention that in-flight costs will raise fares or prevent lowering them.

Sony, Bell and Howell, and In-flight Motion Pictures agreed that CAB should not make legal what otherwise would be a violation of the antitrust laws. They said that recent CAB approval of charges for North Atlantic flights is not a precedent for the current domestic squabble. The overseas agreement is limited to next March 31, so the results could be judged and then acted upon. The domestic agreement would be permanent.

Arguing that the suppliers would lose substantial investments in equipment, Sony said, "Once again we find the air carriers marshaling their best legal talents to eliminate this accepted passenger amenity . . . a patent and

## Shaw Rejoins Wm. Morris Motion Picture Division

BEVERLY HILLS, CALIF.—Peter Shaw is rejoining the William Morris Agency in a new executive post in the worldwide operations of the Agency's motion picture division, it was announced by Abe Lastfogel, president.

Shaw has resigned as Metro-Goldwyn-Mayer executive in charge of talent and as executive assistant to Robert M. Weitman, studio production chief. Shaw has been with MGM since July, 1961, when he left the William Morris Agency, where he had functioned for seven years as an executive in the motion picture department.

Shaw will be located in the Beverly Hills office. Along with his work on the domestic scene, he will coordinate the Morris Agency's international motion picture activities. Shaw will make frequent trips to New York and to foreign location sites involving William Morris Agency clients as well as to the company's offices in London, Rome, Madrid, and Munich.

## Willis To New Col. Post

LONDON—Columbia Pictures of Great Britain and Ireland has announced that Clive Willis has been appointed publicity manager of the company.

Willis comes to the new post after a career in public relations, merchandising and exhibition, beginning in 1950 as a trainee with the Odeon-Gaumont theatres.

In 1959, Willis was appointed the Programmes Publicity Executive at ABC Television Limited, handling the physical promotion and viewer-oriented advertising for the company's output. He joined Excel Bowling Limited in 1962 as director of public relations.

Willis left Excel last year and joined Columbia in an executive capacity prior to his new appointment.

contemptuous attempt to effectively ignore the injunction issued by the board against an agreement to ban airborne visual entertainment and a conspicuous effort to accomplish by indirection that which cannot be accomplished directly."

The Justice Department's antitrust division was firm in their comments. They said that the CAB "should disapprove the agreement because it would restrain competition to provide better and cheaper airline services and may set an unfortunate precedent that would curb other forms of rivalry. It would have the . . . effects of any price-fixing agreement: it may artificially restrict demand for in-flight entertainment."

The department said that if a decision is made to drop the in-flight entertainment, the decision should be made by the individual airlines, not by a group acting in concert. "We believe it improper for a group of competing airlines by agreement to substitute their judgment for the public judgment as to what services should be offered."

The airlines said that without such an agreement, pressures of competition would make it impossible to charge for films. In addition, they stated, passengers who don't want to see films shouldn't pay for those who do.

Inflight Motion Pictures, Inc., countered that only three of the 12 carriers in the agreement actually offer films to their passengers, and said "passenger acceptance . . . has been overwhelmingly favorable." If the agreement is accepted, said IMP, "massive adverse passenger reaction . . . may reasonably be expected."



## ALBANY

The recent long, sizzling heat wave has focused attention on the comfort provided by area air-conditioned motion picture theatres. The expressions of bliss on patrons' faces as they came in from the steaming sidewalks outside told an eloquent story. . . . Assemblyman Harold Tyler, who managed Delphia Theatre in Chittenango and who is known to veteran Albany distributor reps, is secretary of Joint Legislative Committee on Aging. Committee chairman is Jules G. Sabbatino, who in past year headed Joint Committee on Offensive and Obscene Material. He co-sponsored three bills affecting motion pictures, two of which easily passed Assembly but died in Senate Codes Committee. . . . Former Albany Variety Club chief barkers Harold Gabrilove and G. Brandon Donahue, with their wives, attended the opening of \$4,000,000 Saratoga Performing Arts Center. . . . Another ex-chief barker, Al Kellert, has incorporated Al Kellert Advertising Agency. He has run agency for some years, handling radio and television campaigns on behalf of films. . . . Opening of Esquire Theatres of America's Twin-City Drive-Ins, Menands, is scheduled for July 27. Operation is the first of this type in Albany exchange district. . . . Bill Anderhalt shifted from Buffalo to Albany as United Artists booker. He moves into spot vacated by Ronnie Pure, who was advanced to another position. . . . A certificate of incorporation for Ambrotel Films, Ltd., has been registered with

the Secretary of State in Albany to do business in New York. Authorized capital stock consists of 200 shares, at \$10 par value.

## BOSTON

A new opening day record was set by "Torn Curtain," Alfred Hitchcock's 50th motion picture, which had its world premiere at the 4,400-seat Music Hall, Alan Friedberg, general manager, reported. Only the James Bond films, "Goldfinger" and "Thunderball," both of which also played at the Music Hall, rolled up bigger opening day grosses, but both Bond films opened during the Christmas school vacation period with its customary upsurge of theatre attractions. . . . "Boy Did I Get a Wrong Number," opened as a United Artists Premiere Showcase presentation at the Center, Boston, and saturation in other theatres in the area on July 20. Opening also on the July 20 date were Center, Brockton; Parkway Plaza, Chelsea; Strand, Dorchester; Gorman, Framingham; Granada Cinema I, Malden; Port Cinema, Newburyport; and Paramount, Newton. Opening on July 22 with "Boy Did I Get a Wrong Number" were Fresh Pond Cinema, Cambridge; Cinema, Norwood; Strand, Quincy, and Cinema, Saugus; Drive-in theatres are Suffolk Downs, E. Boston; South Shore, Braintree; Chelmsford, Chelmsford; Dedham, Dedham; Cinema I, 95 Drive-In, Ipswich-Rowley; Twin, Medford; Rt. 114, Middleton; Saugus, Saugus; and Twin, Weymouth. . . . Boston film critics are being flown

to Baton Rouge and New Orleans for on the set visits with Burgess Meredith, Jane Fonda, Michael Caine, Dianne Carroll, all in Otto Preminger's "Hurry Sundown" being shot in Louisiana. Making the jaunt to Baton Rouge for the Paramount film are Samuel Hirsch, Boston Herald; Peggy Doyle, Boston American; Marjory Adams, Boston Globe; Ed V. Callinan, Boston Sunday Advertiser. . . . Mrs. Sally Wingersky, sister of Samuel Pinanski, president of American Theatres Corp, and former president of Theatre Owners of America, died.

## BUFFALO

Loew's, Pittsford, N.Y., near Rochester, celebrated its first anniversary with a parade and other hoopla which ultimately focused on a birthday cake shared by Loew's patrons. Frank Lindcamp, former manager of the RKO Palace in Kodak Town, who became managing director of the Pittsford house early this year, organized the parade. Special radio broadcasts direct from the theatre, prize give-aways by Loew's neighbors in Pittsford Colony, and a salute to the civic leaders of the town of Pittsford were among other special events marking the occasion. . . . According to the Buffalo Evening News, Julie Andrews is the all-time box office queen of the main stem, as "The Sound of Music" is soaring again at the Teck in its 69th week. . . . Two summer film series, one for adults and another for children, are under way at the Rochester public library. . . . James J. Hayes, now district manager for Jo-Mor Enterprises, Inc., in the Buffalo area, is a busy man. In addition to managing the downtown Cinema, he also is supervising the refurbishing of the Wehrle Drive-In which Jo-Mor recently leased from Sarkes Stephen, who is continuing on the job as manager. . . . Joe Garvey, manager, Granada, Schine's deluxe suburban house is continuing to line up special parties on a group sales basis for "Doctor Zhivago," which is in for a long run. . . . More than 100 years of Buffalo theatrical history was covered in an illustrated talk by Roy W. Nagle at a luncheon of the Zonta Club of Buffalo in the Statler Hilton. Nagle traced the theatrical career of the late Mike Shea from the old Arcade Building to his restaurant at Main and Mohawk streets, to the Garden Theatre on Pearl street and the Park Theatre on Court, which later became Shea's Theatre. Buffalo's motion picture houses and old burlesque theatres also were covered. Nagle concluded his talk with a community sing. . . . Jake Stefanon, district manager, Blatt Bros.' Theatres in the Buffalo area, announces that the Park Drive-In will play an exclusive outdoor first-run of "Who's Afraid of Virginia Woolf?" starting July 27 and an exclusive drive-in run of "Born Free" at the Skyway ozoner. These drive-in presentations will run simultaneously with the hardtop houses that have the premieres of the above films—the Century in downtown Buffalo on "Virginia Woolf" and Cinema II on "Born Free." . . . The Family, Mt. Morris, N.Y., has been sold by Angelo Scura to Charlie Aprile, who also operates the Riviera, Geneseo. Scura is continuing to operate the Park, Franklinville. . . . The new Jo-Mor Enterprises, Inc., Rochester house, the Panorama, will open Aug. 17, according to Bill Laney, general manager. "Khartoum" will be the opening attraction. Dan Fox, now manager of the Stoneridge, will become managing director of the Panorama. The Panorama, planned to seat 750, will be located in the plaza of the same name in Penfield Road. Designer is Joseph Schuler, Jr. He and architect George E. Yurkison have collaborated in what Jo-Mor calls "the most advanced theatre devoted

## The New York Scene *continued*

He related that 75 cats were used in the film, and each received 60 dollars a day to appear in the film.

One thing led to another, and soon he was discussing film making on both sides of the Atlantic. He was of the opinion that there are quality crews on both sides of the Atlantic although English film makers are faced additionally with tea breaks and refusal of crews to work overtime because of the tax set-up. Both England and America are faced with a shortage of good scripts, although plenty seem to be available for British television where the quality is quite good.

Both countries haven't done much in the way of developing new blood in acting or in the technical field, which will result in a drying up after a while. New actors, new technicians, and new techniques are needed desperately, he maintained. Television has created new stars both here and in England, but the theatre end hasn't done much along those lines.

Equipment changes are also necessary. Forbes specified that cameras, for instance, need streamlining. They're good but heavy and unwieldy. The industry ought to divert some funds for research, with perhaps one-half of one per cent of each film set aside into a technical fund. Nothing is impossible these days, he maintained, and with the expertise available in this country, it should be easy for the younger technicians to turn their efforts to equipment improvement.

He had some words of criticism for the laboratories, which he felt needed modernization. Projectionists were scored for their lack of care in showing the films and for the way they mishandled prints. Theatres, he noted, were filthy, strewn with popcorn, filled with smells, and run by complacent exhibitors.

Why, he asked, were amateur photographers given instamatic color film while the professional field was neglected? He would be happy to get 200 foot rolls of color that could be snapped into a professional camera ready for instant use.

Forbes deplored inefficiency in production which results in higher costs and harm up and down the industry. Too many people have "robbed" the industry without putting anything back into it. We neglect our own industry, he claimed, while we are always willing to help others. We all ought to pull together more, he opined.

He has requested equipment improvements, but he really didn't expect any action because changes have to come from America, where the major market is located.

Forbes has a three picture deal with Columbia, of which the first is "The Wrong Box." He has a similar deal with the Mirisch Company, and his next will be "Deadfall" for Fox, to be made in Spain and England next May with Michael Caine as star. He recently completed "The Whisperers" for UA, and he has yet to edit this. Forbes will be remembered for such films as "King Rat," "The Angry Silence," "Only Two Can Play," "Whistle Down The Wind," "The L-Shaped Room," etc.

**THE METROPOLITAN SCENE: ASIDE TO OKLAHOMA'S FAVORITE SON, Charlie Hudgens:** Sorry to hear about your heart attack following your visit to Will Rogers but happy to hear you are coming along nicely. Hope you enjoy the gizmo. . . . Jim Gould has hired conductor Paul Lavallo to guest conduct the Radio City Music Hall orchestra during "How to Steal a Million" playoff. . . . Press people brought their offspring to a special screening of "Batman." Pow, splat, crack. . . . "The Fighting Prince of Donegal," an upcoming Disney film to be released in October, is getting the Sunday color comic treatment in installments, which should interest 40 million readers. . . . American Library Association attended a special theatre screening of "Born Free" during a convention here recently.



to the art of motion pictures in the country." A glassed-in lobby, a round counter ticket facility, a new idea in lighting the interior, and a new and novel use of color are among the innovations noted in the plans. . . . If John Heberle, manager, Capitol, Rochester, for the last three years, and Albert O. Fennyvessy, one of its owners, have their way, the film house will become a film production center during the five days a week when they can turn out productions. Heberle says he's looking for talent to participate in a pilot film, especially comedy acts. He believes if the pilot goes okay, they can get financial backing. He proposes shooting it in 16mm black and white, using the stage lighting equipment and in outside locations, "wherever best fits the act we're filming." He said he's lining up a couple of young photographers who are fairly expert with movie cameras. He's writing a book upon which to base a screenplay. . . . Guy Stockwell, star of Universal's "Beau Geste," was in to help promote that attraction, which is coming to Buffalo Aug. 17 at the Center. Ike Ehrlichman, manager, Buffalo Universal branch, was a host at a luncheon attended by newspaper, radio, and tv folks.

## CHICAGO

M & R Double Drive-In offered a special go-go program for children an hour before screen time. Mulqueen's Kiddie A Go-Go, popular tv puppet show, was presented on stage of d-i with the small children participating for prizes as the best swingers. Same show will be presented at the Bel-Air and Dundale drive-ins. . . . Guy Stockwell stopped off on behalf of his new starrer, "Beau Geste," accompanied by a former Legionnaire . . . . Louis L. Abramson, NAC executive director and administrator of the Motion Picture and Concessions Industries Trade Show, attended the recent planning session for 1966 annual NAC convention to be held Sept. 27-Oct. 1 in New York. . . . Commodore Theatre reopened after being closed six months for a complete remodernization program. . . . Irving W. Mandel, former executive with RKO and Republic exchanges here, died of a heart ailment in Miami, Fla. Mandel was a past president of Variety Clubs of Illinois (Tent 26). . . . Better Films Council of Chicagoland's members will meet for a second series of summer benefit at the home of Mrs. Marc Markey. . . . B & K is featuring morning movie parties for kiddies at their theatres. . . . Les Stepner, Evanston Theatre, continues to operate a free coffee bar for enjoyment of patrons. . . . Mrs. Olga S. Byfield, widow of Herbert A. Byfield, who operated White City amusement park on Chicago's south side, died recently. . . . Adolph Wertheimer, former president of Radiant Mfg. Co., has begun a new business venture marketing Lava Lite from the Lava Corp. . . . "Cinema" has become a part of the curriculum at Southern Illinois University. . . . M & R Amusement Co., owners of Old Orchard Theatre and Sunset D-I, will soon open a new outdoor in Wheeling, Ill. This will be first d-i in area in five years. Among unique features will be screens facing each other on a 40-acre track, instead of being set back-to-back; parking facilities will accommodate 1,600 cars. . . . Television actress and Model Ann Norton has joined Fred A. Niles Communication Centers, Inc., as an executive staff assistant.

## CINCINNATI

The demolition of the Keith building has been completed after a 45-day run during the night hours, which fascinated thousands of sidewalk superintendents. . . . The Alpha Tau Chapter of the Delta Theta Tau national philanthropic sorority has contributed \$150



Irwin Cohen (center), Springfield, Mass., exhibitor, winner of top prize in American International Pictures' Harvey Appell Date Drive, receives award from Carl Goldman, executive secretary, Theatre Owners of New England. On right is Appell, New England branch manager of A-I.

toward Tent Three's Sunshine Coach fund. Margaret Woodruff, Columbia booker, is a chapter member. . . . Bennett Goldstein, Interstate Theatre Services, is booking and buying for the Albans, St. Albans, W. Va., and La Belle, S. Charleston, W. Va., both owned by Walter Dilles. . . . Charles H. Behlen, Lexington, Ky., has reopened the Nicholas, Nicholasville, Ky., formerly operated by Mrs. Frank Weitzel. . . . Chakeres Circuit, Springfield, O., has appointed Dick Payne as manager, Trail Drive-In, Ashland, Ky., and Allie Combs to be manager of both the Harrod and Twin Drive-In, Harrodsburg, Ky. . . . Milton Gurian, AA branch manager and general area chairman for the Will Rogers Hospital Memorial Fund, reports encouraging results from audience participation in a number of houses. . . . Shortage of electric power caused by severe summer storms left a number of area drive-ins in the dark.

## COLUMBUS, O.

Gunther Schumacher, of Saarbrucken, Germany, and George Olesnicki, of the Ukraine, stopped in Columbus on their tour in advance of showings of "Beau Geste." The two are ex-members of the French Foreign Legion who appeared in the film. . . . Mrs. Ed McGlone entered Will Rogers Memorial Hospital. She is the wife of the RKO Palace manager. . . . Eastland shopping center, being built in the southeast section of Franklin County, will have a climate-controlled enclosed mall. Eastland Cinema, to be operated by Cincinnati Theatre Co., is planned as part of the huge development. Completion date is set for mid-1967. . . . Silent screen star Gloria Swanson heads the cast of the Kenley Players' stage presentation of "The Women" here the week of Aug. 2. Other stage and screen names in the all-female cast include Marge Champion, Mamie Van Doren, Marilyn Maxwell, Dagmar, and Elaine Stritch.

## DALLAS

"The Shop on Main Street" has hung up attendance records at the Festival. The previous attendance record for weekend showings had been held by "Darling." . . . Kugay Weisenburg, daughter of Charles W. Weisenburg, theatre circuit owner, became the bride of Will Wills, son of actor Chill Wills, in the First Presbyterian Church. . . . Marie Russey, new president, Dallas chapter of Women of the Motion Picture Industry, has announced the appointment of committee chairmen for the 1966-67 WOMPI administrative year: Dorothy McCann, program; membership, LaVerne Gordon; publicity, Sammie Townsend; by-laws, Rosa Browning; community service,

Dorothy Barnosa; Mary Sue Cunningham, industry service; finance, Thelma Jo Bailey; bulletin, Pat Warren; Will Rogers committee, Mable Guinan; sunshine, Judy Wise; Jane Frey, telephone; historian, Blanche Boyle; social Elsie Parish; Dallas Federation of Women's Club representatives, Leah Carter and Orlean Hart; Sanger career board representative, Juanita White; and Esther Covington, parliamentarian. . . . "Nevada Smith" set a boxoffice record at its opening night at Cinema I. The big gross for "Nevada Smith" ran approximately 27 percent ahead of the previous record holder "Harper." "Nevada Smith" also recorded the biggest opening day's business in Dallas since Christmas, when "Thunderball" opened at a downtown house. . . . Norm Levinson, president, Festival, held a special preview of "The Shop on Main Street" for a patron and his wife who offered Levinson \$100 if he would screen the film as the patron would be out of town during its regular run. The special showing was held after midnight. . . . Wallace McPeak is restoring a Freeburg Photoplayer recently purchased from a Farmersville, Tex., theatre. All the sound effects are recreated for silent movies by the organ.

## JACKSONVILLE

Capt. Hans G. Vige and Mrs. Vige, owners and operators of the Pinecrest Drive-In, recently raised their admission price from \$1 to \$1.25 per carload of patrons, while owners of other small, independent outdoorers continued to peg their carload admission price at \$1. . . . The Dave Clark Five headlined the annual "Big Ape Club Convention" show which radio station WAPE has successfully presented to sellout audiences at the City Coliseum for the past several years. . . . Marty Shearn, manager of Florida State Theatres' downtown Center, presented a sneak preview showing of "Walk, Don't Run" to a capacity house during the third week of his fine run of "The Russians Are Coming The Russians Are Coming." . . . "Mary Poppins," which had its long first run at the Center, went into its first local subrun at FST's suburban Edgewood. . . . Sharing the first run of "Tarzan and the Valley of Gold" were Kent's Blanding and Main Street drive-ins and the Atlantic Drive-In, a unit of Dixie Drive-In Theatres. . . . "Doctor Zhivago" has rounded out another month on the screen of Sheldon Mandell's Five Points Theatre and is expected to hold firm until mid-August, when "Khartoum" is scheduled to be the next reserved-seat offering. . . . "Who's Afraid of Virginia Woolf?" is on the coming list at the downtown Center.

## KANSAS CITY

New records for length of run and box-office gross have been set in Kansas City by "Sound of Music" in its current engagement at the Durwood Midland. The picture began its second year July 14, after topping \$550,000 in its first year and playing to nearly 300,000. The anniversary was celebrated with a special exploitation-advertising campaign renewing emphasis on the picture throughout the metropolitan area. The campaign was a three-way tie-up between the Durwood organization, RCA-Victor, and local radio station. The previous dollar record was held by "Ben Hur" at just under \$500,000 in 51 weeks, and the long run record was 365 days of "My Fair Lady," both at the Durwood Capri. A special prize package went to the 300,000th patron. That person received an engraved brass pass for two good at any Durwood theatre during the year. An anniversary was held in the theatre with the celebrated patron as host and serving cake provided by the



theatre to all in attendance. Station KMBC and RCA offered two prizes each of a dinner party for 25 persons at the Top of the Tower Restaurant; RCA ran a 30-inch ad in the Kansas City Star saluting the occasion of the first anniversary. RCA also had its own theatre party, giving a free ticket with each purchase of an album. Statistically, it is noted by Don Emmert, Midland manager, that the picture was shown 594 times in the year, a total of 2,217 miles of film going through the projectors. Numerous patrons have seen the picture a half dozen times, and one lady has witnessed it more than 30 times. Important patronage has come from the surrounding territory, about 45 per cent being from within a radius of 100 miles.

## MEMPHIS

The top amusements reporter for The Commercial Appeal, local Scripps-Howard newspaper, is of the opinion that the time-worn slogan "Movies Are Better Than Ever," could be changed to a more accurate one "Movies Are Doing Better Than Ever." In his column "Sights and Sounds," John Knott wrote, "Movies Again Have Midas Touch," saying that top films are currently grossing more than ever before. . . . "Assault On A Queen" sailed into Memphis with most unusual billing. "Queen" had its premiere at five drive-ins and two hardtops. . . . Lamar Theatre, 40-year-old house in mid-Memphis, recently showing "adults only" type films, is dark and displaying a "For Sale" sign. . . . The 468-seat Guild, an art house, is celebrating its 21st year. The building is 42 years old, and was originally known as the Ritz. The Art Theatre Guild chain acquired the house eight years ago, and completely remodeled it several years ago. William E. Kendall is manager. He reports the house is having its best financial year.

## NEW HAVEN-HARTFORD

Hartford real estate developer Harry Gamble has disclosed plans for a multi-million dollar shopping plaza, to be known as the Independence Plaza Shopping Mall, in East Hartford's South Meadows District, the properties to include a deluxe dual motion picture theatre complex. Just what interests would operate the two hardtops is yet to be determined. . . . Paul McNamara, son of Ray McNamara, Hartford resident manager for New England Theatres, Inc., American Broadcasting Companies regional affiliate, and Mrs. McNamara, has been named a Hartford Junior Achievers delegate to the national J-A convention at the University of Indiana, Bloomington, week of Aug. 20. Young McNamara, entering the University of Pennsylvania in September, ranked as Top Achiever among several thousand young men and women in Hartford this past winter. . . . Marking first anniversary of operating the downtown, first-run Bijou Cinema, Springfield, Mass., Irwin Cohen reduced admission to 50 cents for all day as an expression of "Thank You" to his patrons. . . . Stanley Warner is completing construction on a 1200-seat hardtop in the rapidly expanding Gateway Shopping Plaza, Danbury, Conn. . . . Mrs. Charlotte M. Merchant, who owned and operated the Lyric, Manchester, N.H., for many years with her husband, the late Samuel Y. Merchant, died at her home.

## NEW ORLEANS

Wearing colorful blue and silver badges for identification, a group of WOMPI's helped to make First Nighters at home during the area premiere of "Who's Afraid of Virginia Woolf?" at the Lakeside Theatre. Event was



Charles Jones, manager, Memphis branch of 20th Century-Fox, admires "Boss-of-the-Year" plaque presented to him by his secretary, Marianne Bartlett, president of the Memphis WOMPI chapter.

held for the benefit of Variety Club charities. . . . Louisiana Association of Theatre Owners named Doyle Maynard as new president, succeeding C. Clare Wood. . . . "Khartoum," showing at Martin Cinerama, was accorded a four-column display on the free reading pages in the Times Picayune theatre section four days in advance of opening. This alliance of New Orleans newspapers, both Times Picayune and States-Item, with theatres showing first run features is highly regarded by theatremen, producers, and distributors. . . . Producer Joe Levine, in town to talk about his latest, "Nevada Smith," was honored at a cocktail party hosted by Variety Club, Tent 45, and its Ladies auxiliary at Variety's posh quarters. . . . Pat McGee, who has served Cinema Distributors in several capacities during the company's 10 year existence, has been promoted to general sales manager. . . . Don Kay, president of Don Kay Enterprises, has announced the promotion of Milton Aufdemorte from regional sales director to national sales director of all exchanges and representative offices for Kay Associates. . . . Donna Danton, 22-year-old New Orleans native, has been signed by producer Otto Preminger for a lead in his film, "Hurry Sundown," which is now in production with location filming around Baton Rouge. . . . The girls of Holman Center, chaperoned by WOMPI, were taken to Saenger Theatre, courtesy of Paramount Gulf, to see "Nevada Smith." . . . At WOMPI installation dinner, Catherine DiAlfonso, Warner' exchange staffer captured entrance prize of a two month supply of passes, contributed by intown and some neighborhood theatres and wrapped up in newspaper ads of the theatre's current attractions.

## SALT LAKE CITY

James Needham, popular manager at the Tower, is vacationing along the east coast. . . . "Smoky" was previewed on Film Row and had veteran theatremen applauding. . . . Returned by "popular request" after a holdover run at the local Tower, "Born Free" is continuing a highly successful run. . . . Manager Ralph Rulander, Studio, is packing them in for the roadshow performances of "Blue Max," now holding over here. . . . Excitement in southern Utah generated by visit of Lynda Bird Johnson to the location filming of "The Long Ride Home." Visit was prompted by chance to have a first hand look at beau George Hamilton, who is starring in Columbia western. . . . Robert Hickman, president of the Utah Educational Broadcasting Association, will direct planning for a proposed ETV station in Nevada. . . . New attractions getting audience attention are "Arabesque," at the Rialto and Park Vu; "Khartoum," at the Villa Cincrama; and

"Three On A Couch," now at the Lyric, Highland, and Redwood.

## SAN ANTONIO

Bob Tollen, assistant manager, Broadway, Interstate suburban house, has moved to Amarillo, Tex. No replacement has been named, according to Eric Brendler, manager. . . . The local Firestone Stores inserted a special announcement in their display ads in local newspapers reminding readers not to miss "Fireball 500," an American International release at the Texas. . . . Handy Andy Food Stores offered free, while 50,000 last, courtesy tickets to see Walt Disney's "Lt. Robin Crusoe, U.S.N." Admission price with the courtesy ticket was 50 cents from 10:30 a.m. to noon July 14 through July 20. . . . Josef von Sternberg's classic, "Der Blaue Engel" ("The Blue Angel"), which saw the debut of Marlene Dietrich, was shown and discussed at a St. Mary's University Cinema Arts Seminar in Reinbolt Auditorium on the Woodlawn Campus. Rev. Louis Reile is seminar director. Other seminar features will be "The Bicycle Thief" Aug. 5 and "The Loneliness of the Long Distance Runner" Aug. 19. . . . Lynn Krueger, manager, Majestic, ace downtown flagship of the Interstate Theatre Circuit, offered free to the first 500 ladies attending the showing of "Arabesque," a sample of Taji, perfume or oriental fragrance. . . . Ted Waggoner, manager of Cinema I and II, North Star Mall, has a tie-in with the Toy Box, which has three locations, offering a number of toys as prizes, including bicycles as first prize, to the boys and girls registering at the Cinema I or at the Toy Box during the run of "Lt. Robin Crusoe, U.S.N." . . . The marquee of the Majestic has a mis-spelled word in the announcement of the current attraction, "Arabesque." On the marquee it is "Ultra Suspence." This has led to much word of mouth publicity. . . . L. W. Martin, operator, Star, Teague, Tex., traded with Roy Townsend, operator, Rietta D-I Burkburnett, Tex. Townsend will operate the Star and the Palace, Burkburnett. . . . The University of Texas, in cooperation with KLRN-TV at Austin, Tex., will film an educational movie, "Top Hand," at Alamo Village near Brackettville, Tex. The movie depicts a city youngster's first visit to a modern ranch.

## NSS Must Defend Suit

ATLANTA—The United States Court of Appeals for the Fifth Circuit recently handed down an opinion reversing the United States District Court for the Northern District of Georgia, which had held that National Screen Service Corporation was not required to answer a suit for treble damages brought by the Poster Exchange, Inc., Atlanta. The claim of the Poster Exchange, Inc., was that National Screen Service Corporation constituted an illegal monopoly, and caused damage and injury to the Poster Exchange, Inc., by making it difficult, if not impossible, for it to obtain supplies of standard accessories. The result is that the case must go to trial before jury, which will probably take place in the fall.

## Columbia's Felcher Resigns

BUFFALO—Ben Felcher, who has been associated with Columbia Pictures for 20 years, 16 in Buffalo as branch manager and four in Philadelphia as a salesman, has resigned as manager of the local exchange. Felcher will remain for a few weeks "breaking in" the new manager, Herbert Schwartz, who has been manager in Albany for the same company.



# Huge Promotion Campaign Mounted By Fox For Summer "Smoky" Dates

NEW YORK—"Smoky," 20th Century-Fox's film version of the classic western novel by Will James, will be promoted this summer with a powerhouse of publicity, promotion, and exploitation ignited by the "Smoky" Win-A-Colt Contest.

Posters will promote the contest, and entry blanks will be available at theatres and merchants who stock the products to be used as prizes. A genuine "Smoky" colt will be first prize, and subsequent prizes will include an expense-paid trip to and from Hollywood via Flying Tigers Airlines with accommodations provided by the Continental Hotel; one Silver Line outboard motor boat; one bedroom set by Williams Furniture Corp.; 50 General

Electric transistor radios; 50 Imperial Cubix IV Cameras; and 50 AMF bicycles.

NBC affiliate stations throughout the country have been invited by the NBC network to participate in the contest promotion on behalf of 20th-Fox's popular tv show, "Daniel Boone," in which Fess Parker stars.

In conjunction with the contest and local openings, Fess Parker, star of "Smoky," will undertake an extensive tour covering 15,000 miles, 18 cities, and 37 days. He will visit Salt Lake City; Atlanta; Charlotte, N.C.; Myrtle Beach, S.C.; Houston; San Antonio; Corpus Christi; Austin; Fort Madison, Iowa; Detroit; Louisville; Miami; New Orleans; Indianapolis; Washington, D.C.; and Boston. In the course of his travels, Parker will visit rodeos, state and country fairs, and participate in a full round of personal appearances and publicity interviews.

At the local level, 20th-Fox field representatives have been bringing the "Smoky" story to youth groups in each community. As one illustration of the results of this type of effort, in Washington, D.C., Parker will be on hand for the gala benefit performance of "Smoky" on Aug. 30, sponsored by the Boy Scouts of America, Washington district. A full complement of dignitaries representing society, government, and the diplomatic corps, will attend.

In Salt Lake City, Parker will be Grand Marshal of the famed Pioneer Day Parade, which will kick off Utah's "Days of '47" week-long celebration, Utah's biggest holiday which annually brings huge crowds to Salt Lake City. Commemorating the days the Mormons first entered Salt Lake Valley, the spectacular parade will be televised by CBS.

Also promoting "Smoky" this summer will be a special package of two tv trailers featuring Smoky the horse, Smokey the bear, and Fess Parker, to be distributed by the Forestry Service to over 300 tv stations coast-to-coast. The trailers are of 20-second and 60-second lengths, were filmed in color, and will highlight the Department of Agriculture's annual fire-prevention campaign.

"Smoky" will be the subject of an extensive publishing tie-in campaign, which will be sparked by a Bantam paperback edition featuring ad art and full credits for the motion picture on the cover. Two hard-cover editions are available from Scribners, and a comic book will be published by Dell utilizing 20th-Fox's art work and credits, telling the story of the film.

Among the merchandising tie-ups scheduled will be a "Smoky" sweatshirt, designed and marketed by Athco Sportswear, and a fashion promotion with Blue Bell-Wrangler Clothes, which is creating an ad campaign based on stills taken of Parker and other "Smoky" stars in Wrangler jeans.

To attract children and children's groups, a special mailing piece centered around 20th-Fox's basic art concept will be sent throughout the country to such prestige organizations as the 4-H Clubs, Boy Scouts, Girl Scouts and Campfire Girls.

## Century To Open Another

NEW YORK—Leslie R. Schwartz, president of Century Theatres, announced the circuit's plans for the construction of a 750 seat theatre in the Korvette City Shopping center, Staten Island.

## 300 N.Y. Barkers Meet To Honor Sales Chiefs

NEW YORK—More than three hundred barkers gathered at a special mid-summer membership luncheon in the Georgian Ballroom of the Americana Hotel to witness the New York Variety Club, Tent 35, bestow honors on the general sales managers of the major distributors for extraordinary services rendered the Tent. Their efforts have helped make possible the establishment of the Children's Heart Center at the New York Medical College, Flower and Fifth Avenue Hospitals.

Presidents and top executives of the companies were also on hand to witness campaign coordinator Simon Fabian present engraved cigarette boxes to Charles Boasberg, Paramount; D. J. "Bud" Edele, Embassy; Morey "Razz" Goldstein, Warners; Leo Greenfield, Buena Vista; Norman Jackter, Columbia; Morris Lefko, Metro-Goldwyn-Mayer; Henry "Hi" Martin, Universal; Nat Nathanson, Allied Artists; James O'Gara, Seven Arts; Joseph Sugar, 20th-Fox; James Velde, United Artists; George Waldman; and Norman Weitman, Continental Distributing.

Velde, representing the sales executives, expressed gratitude for both the recognition and the inscribed mementos, and he pledged continued cooperation to the charity organization.

Also addressing the session were Irving Dolinger, chief barker of the Tent, and Nat Fellman, luncheon chairman. Comedian Jack De Leon provided the entertainment.

Company heads and top executives present included Claude Giroux, Allied Artists; Joseph E. Levine, Embassy Pictures; Irving Ludwig, Buena Vista; Arnold Picker, executive vice-president, United Artists; Walter Reade, Jr., Continental Distributing; Mo Rothman, vice-president and director of world sales, Columbia; and George Weltner, Paramount Pictures.

## Tele-graff Maps 13

NEW YORK—E. Jonny Graff's Tele-graff Film Corp. and Armitage Films, Ltd., of London, headed by John Phillips, will co-produce 13 science-fiction films in England and on the Continent for theatrical and television distribution, it was announced by Charles Weintraub, vice-president in charge of west coast operations for Tele-graff Film.



Immense 260 x 65 ft. sign is being prepared by 20th Century-Fox to herald the world premiere of the Dino De Laurentiis epic, "The Bible," opening at Loew's State, New York, on Sept. 28. The sign, on the drawing boards for over a year, overshadows the original Noah's Ark by 11 feet.

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# SERVICESECTION

## THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR. This exclusive 29 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date, from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



JULY 27, 1966

SECTION TWO  
VOL. 75, No. 25

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyaliscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Techniscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and date of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6505 **BLOOD AND BLACK LACE**—MD—88m.—(TC)—Cameron Mitchell, Eve Bartok—5333 (10-20-65)—Okay adult meller  
—Woolner Brothers
- 6513 **CITY OF FEAR**—MD—88m.—Paul Maxwell, Terry Moore—5333 (10-20-65)—Espionage meller okay dualler—Made  
abroad
- 6516 **CURSE OF THE VODOO**—D—77m.—Bryant Hallday, Lisa Daniely—5345 (11-17-65)—Novel, okay dualler—English  
made
- 6514 **DESERT RAVEN, THE**—MD—80m.—Rachel Roman, Robert N. Terry—5373 (2-16-66)—Strictly for the lower half
- 6601 **EL CID**—D—181m.—(STE; TC)—Charlton Heston, Sophia Loren—5381 (3-16-66)—Impressive, colorful adventure  
should ride high—Filmed in Spain—Reissue
- 6412 **ESCAPE BY NIGHT**—MD—75m.—Terence Longdon, Jennifer Jayne—5341 (11-3-65)—Prison break thriller is okay  
programmer—English-made
- 6511 **FINGER ON THE TRIGGER**—W—87m.—(TC; TS)—Rory Calhoun, James Philbrook, Silvia Solar—5333 (10-20-65)—  
Actionful western—Made in Spain
- 6517 **FRANKENSTEIN MEETS THE SPACE MONSTER**—MD—78m.—James Karen, Nancy Marshall—5345 (11-17-65)—Ex-  
ploitable science fiction dualler
- 6510 **GUNMEN OF THE RIO GRANDE**—W—96m.—(WS; C)—Guy Madison, Madeline Lebeau—5321 (9-1-65)—Okay  
western made in Spain
- 6535 **HUMAN DUPLICATORS, THE**—MD—82m.—(C)—George Nader, Barbara Nichols, George Macready—5345 (11-17-65)  
—Okay horror meller for duallers—Woolner Bros.
- 6602 **LEATHER BOYS, THE**—D—105m.—Rita Tushingham, Colin Campbell, Dudley Sutton—5361 (1-19-66)—Fine drama of  
English teen-agers—English-made
- 6603 **LEMONADE JOE**—C—90m.—Carl Fiala, Olga Schoberova—5397 (5-11-66)—Frantic western spoof has its moments  
—European-made; dubbed in English
- MAN AND A WOMAN, A—D—102m.—(EC)—Anouk Aimee, Jean-Louis Trintignant—5425 (7-20-66)—Highly en-  
joyable import fresh from Cannes triumph—French-made; English titles
- 6606 **MOONWOLF**—MD—85m.—Carl Moehner, Ann Savoy—5397 (5-11-66)—Program filler for the duallers—Foreign-made
- 6536 **MUTINY IN OUTER SPACE**—MD—85m.—William Leslie, Dolores Faith—5341 (11-3-65)—Routine science fiction  
meller—Woolner Bros.
- 6507 **OPERATION C.I.A.**—M—90m.—Burt Reynolds—5349 (12-1-65)—Timeliness is meller's chief virtue—Filmed in Thal-  
land
- 6604 **PARTY'S OVER, THE**—D—94m.—Oliver Reed, Louise Sorel, Eddie Albert—5397 (5-11-66)—Moody "beatnik" drama  
is intermittently interesting—English-made
- 6413 **RACING FEVER**—MD—90m.—(EC)—Joe Morrison, Barbara Biggart—5341 (11-3-65)—Speed boat racing thriller for  
program
- 6504 **TAFFY AND THE JUNGLE HUNTER**—CMD—87m.—(TC)—Jacques Bergerac, Manuel Padilla, Shary Marshall—5333  
(10-20-65)—Okay jungle adventure good for kids, and family audiences
- TERROR IN THE CITY—D—90m.—Richard Bray, Lee Grant—5393 (4-27-66)—Very good family entry

#### COMING

AMERICAN WIFE, AN—(C)—Rhonda Fleming, Juliet Prowse  
DISK-O-TEK HOLIDAY—(C)—Freddie & The Dreamers  
MAGIC WEAVER, THE—(C)—Fairy Tale  
NIGHTMARE CASTLE—Barbara Steele  
OH! THOSE MOST SECRET AGENTS—Franco and Cicco  
ONCE UPON AN ISLAND—(C)—Hans Peterson, Chita Norby

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6517 **BIG T.N.T. SHOW, THE**—MU—93m.—Ray Charles and Band, Joan Baez, David McCallum—5361 (1-19-66)—Good  
bet for teens
- 6522 **BLOOD BATH**—MD—69m.—William Campbell, Marissa Mathes—5381 (3-16-66)—Fair horror offering
- 6514 **DR. GOLDFOOT AND THE BIKINI MACHINE**—C—90m.—(PV; PC)—Vincent Price, Frankie Avalon, Susan Hart—  
5349 (12-1-65)—Exploitable programmer should do okay as part of show.
- 6512 **DIE, MONSTER, DIE**—MD—80m.—(C; S)—Boris Karloff, Nick Adams, Freda Jackson—5349 (12-1-65)—Colorful  
horror epic
- 6601 **DIRTY GAME, THE**—MD—87m.—Henry Fonda, Robert Ryan, Vittorio Gassman, Anne Girardot—5393 (4-27-66)—  
Interesting espionage thriller—Filmed abroad
- 6511 **ECCO**—DOC—100m.—(TC)—Narrated by George Sanders—5345 (11-17-65)—Documentary seeks out the sensational  
—Italian-made; English narration
- 6605 **FIREBALL 500**—MDM—91m.—(PV; PC)—Frankie Avalon, Annette Funicello, Fabian—5413 (6-22-66)—Racing car  
thrills for teen-agers
- 6604 **GHOST IN THE INVISIBLE BIKINI**—C—82m.—(PV; PC)—Tommy Kirk, Deborah Walley, Basil Rathbone, Boris Kar-  
loff—5389 (4-13-66)—The Beach Gang switches to a haunted house
- 6609 **GIRL GETTERS, THE**—D—93m.—Oliver Reed, Jane Merrow—5398 (5-11-66)—Well-made tale of resort romances—  
English-made
- 6603 **GREAT SPY CHASE, THE**—CMD—87m.—Lino Ventura, Bernard Bleir—5398 (5-11-66)—Cute spoof of spies in action  
—Filmed abroad; dubbed in English
- KING AND COUNTRY—D—90m.—Dirk Bogarde, Tom Courteney—5329 (10-6-65)—Stark drama has limited appeal—  
English-Landav
- 6615 **LA DOLCE VITA**—D—175m.—Marcello Mastroianni, Anouk Aimee, Anita Eckberg—5381 (3-16-66)—Unpleasant but  
fascinating film depicting dissolute life in modern Roman upper crust—Italian made; dubbed in English—Reissue
- MACABRO—NOV—90m.—(TC)—Narrated by Marvin Miller—5425 (7-20-66)—More footage on the "Mondo Cane"  
order
- 6513 **PLANET OF THE VAMPIRES**—MD—86m.—(C)—Barry Sullivan, Norma Bengell—5353 (12-15-65)—Suspenseful  
science fiction entry

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. National Catholic Office for Motion Pictures classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- After The Fox . . . . . UA  
Agent for H-A-R-M . . . . . B U  
Agony And The Ecstasy, The . . . . A2 Fox  
• Alfie . . . . . Par.  
Alice In Wonderland In Paris . . . A1 Misc.  
All Men Are Apes . . . . . Misc.  
All The Way (The Joker  
Is Wild)—Re. . . . . B Para.  
Alphabet Murders, The . . . . . A2 MGM  
Alphaville . . . . . A3 For.  
• Alvarez Kelly . . . . . Col.  
• Ambush Bay . . . . . UA  
• American Dream, An . . . . . WB  
• American Wife, An . . . . . AA  
And Now Miguel . . . . . A1 U

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



● Any Wednesday ..... WB  
 Apache Gold ..... A1 Col.  
 Apache Uprising ..... A2 Par.  
 Arabesque ..... A3 U  
 Around the World Under the  
 Sea ..... A1 MGM  
 Assault On A Queen ..... A2 Par.

## B

Ballad of Love, A ..... For.  
 Bambi-Re. .... A1 BV  
 ● Bang, Bang You're Dead ..... AIP  
 Band of Outsiders ..... For.  
 Batman ..... Fox  
 Battle of the Bulge ..... A1 WB  
 Beach Ball ..... B Par.  
 ● Beardless Warriors, The ..... U  
 Bellboy, The-Re. .... A2 Par.  
 Beau Geste ..... A1 U  
 Bedford Incident, The ..... A2 Col.  
 ● Bible, The ..... A1 Fox  
 Big T.N.T. Show, The ..... A2 A1  
 Big Hand for the Little Lady, A ..... A2 WB  
 ● Biggest Bundle of Them All, The ..... MGM  
 Billie ..... A1 UA  
 Billy The Kid Vs Dracula ..... A1 EMB  
 ● Birds Do It ..... A1 Col.  
 Blindfold ..... A2 U  
 Blood And Black Lace ..... B AA  
 Blood Bath ..... A1  
 ● Blow-Up, The ..... MGM  
 Blue Max, The ..... B Fox  
 Boeing-Boeing ..... B Par.  
 Born Free ..... A1 Col.  
 Boy Cried Murder, The ..... A2 U  
 Boy, Did I Get A Wrong Number ..... A3 UA  
 Breakfast at Tiffany's-Re ..... A3 Par.  
 Bremen Town Musicians, The ..... A1 FOR  
 Brides of Dracula, The-Re. .... A2 U  
 Brigand of Kandahar, The ..... A2 Col.  
 ● Bullwhip Griffin ..... BV  
 Bunny Lake Is Missing ..... A3 Col.

## C

● Caper Of The Golden Bulls, The .. Emb.  
 ● Caprice ..... Fox  
 Carry On Cleo ..... For.  
 ● Casino Royale ..... Col.  
 Cast A Giant Shadow ..... A3 UA  
 Cat, The ..... A1 EMB  
 Cave Of The Living Dead ..... For.  
 Cavern, The ..... A2 Fox  
 ● Chamber Of Horrors ..... WB  
 Chase, The ..... A3 Col.  
 Cinerama's Russian Adventure ..... A1 Misc.  
 Cincinnati Kid, The ..... B MGM  
 City of Fear ..... B AA  
 Cloportes ..... C For.  
 Clouds Over Israel ..... For.  
 Coast of Skeletons ..... A2 For.  
 Come Blow Your Horn-Re. .... A3 Para.  
 ● Comedy Man, The ..... Cont.  
 Contest Girl ..... Cont.  
 ● Covenant With Death, A ..... WB  
 ● Convict Stage ..... A2 Fox  
 ● Countess From Hong Kong, A ..... U  
 Curse Of The Fly, The ..... A2 Fox  
 Curse of the Voodoo ..... B AA

## D

● Dangerous Days of Klowa Jones .. MGM  
 Darling ..... A4 Emb.  
 Daydreamer, The ..... Emb.  
 ● Deadlier Than The Male ..... U  
 ● Deadly Affair, The ..... Col.  
 ● Deadly Bees, The ..... Par.  
 Dear John ..... C For.  
 Death Watch ..... Misc.  
 Desert Raven, The ..... B AA  
 ● Destroyers, The ..... UA  
 ● Devil In Love, The ..... WB  
 Devils of Darkness ..... B Fox  
 ● Devil's Own, The ..... Fox  
 Die, Monster, Die ..... A2 A-1  
 ● Dirty Dozen, The ..... MGM  
 Dirty Game, The ..... A3 A1  
 ● Disk-O-Tek Holiday ..... AA  
 ● Divorce American Style ..... Col.  
 ● Dollar Ahead, A ..... UA  
 Do Not Disturb ..... A3 Fox  
 Dr. Goldfoot And The Bikini  
 Machine ..... A2 A1  
 ● Dr. Goldfoot and the Girl Bombs .. AIP  
 Dr. Who and the Daleks ..... Cont.  
 Doctor Zhivago ..... A2 MGM  
 Don't Worry, We'll Think Of A  
 Title ..... A1 UA  
 Dracula-Prince of Darkness ..... A2 Fox  
 Duel At Diablo ..... B UA

## E

Ecco ..... A1  
 EL CID-Re ..... A1 AA  
 ● El Dorado ..... Par.  
 ● El Greco ..... Fox  
 ● Eli Kitch ..... Col.  
 Endless Summer, The ..... Misc.  
 Engagement Italiano ..... For.  
 Enough Rope ..... For.  
 ● Enter Laughing ..... Col.

6521 QUEEN OF BLOOD—MD—81m.—(PC)—John Saxon, Basil Rathbone, Judi Meredith—5381 (3-16-66)—Interesting science fiction horror entry  
 SANDS OF BEERSHEBA—D—90m.—Diane Baker, David Opatoshu, Tom Bell—5405 (5-25-66)—Good adventure entry with topical twist—Filmed in Israel—Landau-Unger  
 6516 SECRET AGENT FIREBALL—MD—89m.—(Widescope, C)—Richard Harrison, Dominique Boschero—5361 (1-19-66)—Fast moving spy meller for duallers—Filmed abroad; dubbed in English  
 6510 SERGEANT DEADHEAD—CMU—90m.—(PV; PC)—Frankie Avalon, Deborah Walley, Fred Clark—5309 (8-18-65)—Cute teen comedy has angles to help  
 6515 SPY IN YOUR EYE—MD—85m.—(PC)—Brett Halsey, Pier Angeli, Dana Andrews—5361 (1-19-66)—More spy meller for the duallers—Italian-made; dubbed in English  
 6611 WILD ANGELS, THE—MD—90m.—(PV; PC)—Peter Fonda, Nancy Sinatra—5417 (7-6-66)—Unpleasant doings of motorcycle gang slanted for teens

## TO BE REVIEWED

BANG, BANG YOU'RE DEAD—(C; S)—Tony Randall, Terry Thomas  
 DR. GOLDFOOT AND THE GIRL BOMBS—(WS; C)—Vincent Price, Fabian  
 FRANKENSTEIN CONQUERS THE WORLD—Nick Adams  
 MACABRO—Narrated by Marvin Miller  
 TARZAN AND THE VALLEY OF GOLD—(PV; C)—Mike Henry, Nancy Kovack  
 TOKYO OLYMPIAD—(C; S)—Documentary  
 WAR—ITALIAN STYLE—Buster Keaton  
 WHAT'S UP TIGER LILY?—(C; S)—Woody Allen

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

BAMBI—CAR—71m.—(TC)—Walt Disney feature cartoon—5393 (4-27-66)—Top flight Disney—Reissue  
 LT. ROBIN CRUSOE, U.S.N.—C—115m.—(TC)—Dick Van Dyke, Nancy Kwan—5409 (6-8-66)—Disney, Van Dyke special should draw family audience  
 THAT DARN CAT—C—116m.—(TC)—Hayley Mills, Dean Jones—5325 (9-22-65)—Attractive Disney entry for whole family  
 UGLY DACHSHUND, THE—C—93m.—(TC)—Dean Jones, Suzanne Pleshette—5362 (1-19-66)—Fine family fun from Disney

## TO BE REVIEWED

BULLWHIP GRIFFIN—(TC)—Suzanne Pleshette, Karl Malden, Roddy McDowall  
 FIGHTING PRINCE OF DONEGAL, THE—(TC)—Peter McNery, Susan Hampshire—English-made  
 FOLLOW ME, BOYS—(TC)—Fred MacMurray, Vera Miles, Charlie Ruggles  
 GNOMOBILE, THE—Walter Brennan, Tom Lowell  
 HAPPIEST MILLIONAIRE, THE—(TC)—Fred MacMurray, Tommy Steele, Greer Garson  
 JUNGLE BOOK, THE—(TC)—Cartoon Feature  
 MONKEYS GO HOME—(TC)—Maurice Chevalier, Yvette Mimieux, Dean Jones  
 WILLIE AND THE YANK—Nick Adams, Jack Ging, Peggy Lipton

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

65025 APACHE GOLD—W—91m.—(CS; EC)—Lex Barker, Marie Versini—5321 (9-1-65)—Okay lower half western—Filmed abroad; dubbed into English  
 66013 BEDFORD INCIDENT, THE—D—102m.—Richard Widmark, Sidney Poitier, Martin Balsam—5334 (10-20-65)—Stark, poignant drama can be sold on many counts  
 66008 BRIGAND OF KANDAHAR, THE—MD—81m.—(EC)—Ronald Lewis, Yvonne Romain—5362 (1-19-66)—Okay programmer—English made  
 66010 BUNNY LAKE IS MISSING—D—107m.—(PV)—Carole Lynley, Keir Dullea, Laurence Olivier—5334 (10-20-65)—Exercise in tension and suspense holds interest—Made in England  
 66028 BORN FREE—D—94m.—(PV; TC)—Virginia McKenna, Bill Travers—5385 (3-30-66)—Good program fare for the family  
 66019 CHASE, THE—D—130m.—(PV; TC)—Marlon Brando, Jane Fonda—5369 (2-2-66)—Well-made, compelling drama  
 EVERY DAY IS A HOLIDAY—CD—76m.—(TC)—Karisol, Angel Peralta—5417 (7-6-66)—Okay programmer—(Spanish-made)  
 66005 GREAT SIOUX MASSACRE, THE—MD—91m.—(CS; PC)—Joseph Cotton, Philip Carey, Nancy Kovack—5329 (10-6-65)—Okay programmer  
 66030 GUNS OF NAVARONE, THE—MD—157m.—(EC; CS)—Gregory Peck, David Niven, Anthony Quinn—5393 (4-27-66)—High rating adventure yarn—Reissue  
 66017 HEROES OF TELEMAR, THE—D—131m.—(TC; PV)—Kirk Douglas, Richard Harris, Ulla Jacobsseon—5349 (12-1-65)—Action packed war adventure should have wide appeal  
 66015 KING RAT—D—133m.—George Segal, Tom Courteney—5341 (11-3-65)—Startling probe into survival by POW's  
 66022 LIFE AT THE TOP—D—117m.—Laurence Harvey, Jean Simmons—5355 (12-15-65)—Interesting sequel to "Room At The Top"—English-made—(Royal Films Int.)  
 66052 LITTLE ONES, THE—MD—66m.—Carl Gonzales, Kim Smith—5325 (9-22-65)—Good programmer—English-made  
 67001 LOST COMMAND—MD—129m.—(PV; PC)—Anthony Quinn, Alain Delon, Michele Morgan—5405 (5-25-66)—Interesting action entry—Filmed abroad  
 66012 MAGIC WORLD OF TOPO GIGIO, THE—CAR—75m.—(C)—Creation and animation by Mario Perego—5362 (1-19-66)—For the fry—Filmed in Italy; English language  
 66009 MICKEY ONE—D—93m.—Warren Beatty, Hurd Hatfield, Alexandria Stewart—5329 (10-6-65)—Unusual offering needs special attention  
 MYSTERY OF THUG ISLAND—MD—96m.—(EC)—Guy Madison, Inge Schoner, Peter Van Eyck—5413 (6-22-66)—For lower half—Italian-made  
 66029 RIDE BEYOND VENGEANCE—MD—100m.—(PC)—Chuck Connors, Michael Rennie, Kathryn Hays—5393 (4-27-66)—Superior adventure drama could be a real sleeper  
 66022 SILENCERS, THE—MD—105m.—(PC)—Dean Martin, Stella Stevens, Daliah Lavi—5373 (2-16-66)—Fun filled counter-spy entry should be big crowd pleaser  
 66024 STUDY IN TERROR, A—MD—94m.—(EC)—John Neville, Donald Houston, Adrienne Corri—5394 (4-27-66)—Sherlock Holmes vs Jack The Ripper fine for mystery fans—English-made  
 66018 THAT MAN IN ISTANBUL—CMD—117m.—(TC; TS)—Horst Bucholz, Sylvia Koscina—5362 (1-19-66)—Lightning-fast spoof on secret agents will delight audiences—Filmed abroad  
 66011 TREASURE OF SILVER LAKE—W—82m.—(CS; EC)—Lex Barker, Karin Dor—5321 (9-1-65)—Fair western—Filmed abroad  
 THREE ON A COUCH—C—109m.—(PC)—Jerry Lewis, Janet Leigh—5409 (6-8-66)—Jerry Lewis is back  
 66027 TROUBLE WITH ANGELS, THE—C—112m.—(PC)—Rosalind Russell, Hayley Mills, June Harding—5385 (3-30-66)—Fine film for the family with star names to help  
 WALK, DON'T RUN—C—117m.—(PV; TC)—Cary Grant, Samantha Eggar, Jim Hutton—5417 (7-6-66)—Cute comedy has names and angles  
 66014 WINTER A-GO-GO—CMU—88m.—(PC)—James Stacy, Beverly Adams—5342 (11-3-65)—Okay programmer for teen set  
 66016 YOU MUST BE JOKING—C—100m.—Michael Callan, Lionel Jeffries, Terry-Thomas—5342 (11-3-65)—Amusing import—English-made

## COMING

ALVAREZ KELLY—(PV; C)—William Holden, Richard Widmark, Janice Rule  
 BIRDS DO IT—(C)—Soupy Sales, Tab Hunter, Doris Dowling  
 CASINO ROYALE—(PV; C)—Peter Sellers, David Niven, Ursula Andress  
 DEADLY AFFAIR, THE—(C)—James Mason, Simone Signoret, Maximilian Schell  
 DIVORCE AMERICAN STYLE—(C)—Dick Van Dyke, Debbie Reynolds, Jason Robards  
 ELI KOTCH—(C)—James Coburn, Camilla Sparv, Aldo Ray  
 ENTER LAUGHING—(C)—Jose Ferrer, Shelley Winters  
 FRONTIER HELLCAT—(CS; C)—Elke Sommer, Stewart Granger  
 GEORGY GIRL—James Mason, Lynn Redgrave—English-made  
 IT'S WHAT'S HAPPENING—(PV; C)—Anthony Quinn, Martha Hyer  
 KISS THE GIRLS AND MAKE THEM DIE—(C)—Michael Connors, Dorothy Provine  
 LAST OF THE RENEGADES—(CS; C)—Lex Barker  
 LITTLE PRINCE AND THE EIGHT-HEADED DRAGON, THE—(S; C)—Japanese-Made Feature Cartoon  
 LONG RIDE HOME, THE—(PV; C)—Glenn Ford, George Hamilton, Inger Stevens  
 MAN CALLED FLINTSTONE, THE—(C)—Cartoon Feature  
 MAN FOR ALL SEASONS, A—(C)—Paul Scofield, Wendy Hiller—English-made  
 MIDSUMMER NIGHT'S DREAM, A—(PV; C)—New York City Ballet Company  
 NIGHT OF THE GENERALS, THE—(PV; C)—Peter O'Toole, Omar Sharif  
 PROFESSIONALS, THE—(PV; C)—Burt Lancaster, Lee Marvin, Claudia Cardinale  
 RAGE, THE—(TC)—Glenn Ford, Stella Stevens  
 TAMING OF THE SHREW, THE—(PV; C)—Richard Burton, Elizabeth Taylor  
 TO SIR, WITH LOVE—(C)—Sidney Poitier, Suzy Kendall—English-made  
 TRAITOR'S GATE—Gary Raymond, Catherina VonSchell—English-made  
 WHO'S MINDING THE MINT?—Jim Hutton, Dorothy Provine, Milton Berle  
 WRONG BOX, THE—(C)—John Mills, Ralph Richardson—English-made



CONTINENTAL (WALTER READE-STERLING, INC.)

CONTEST GIRL—D—99m.—CS; C)—Janette Scott, Ian Hendry—5398 (5-11-66)—Interesting import—English-made  
DR. WHO AND THE DALEKS—MD—85m.—(TC; TS)—Peter Cushing, Roy Castle—5405 (5-25-66)—Well made im-  
port could trigger popular series—English-made  
FLAME AND THE FIRE—DOC—80m.—(EC)—Directed and narrated by Pierre Dominique Gaisseau—5363 (1-19-66)—  
Study of the modern world's Stone age people—Foreign-made  
GHIDRAH, THE THREE-HEADED MONSTER—MD—85m.—(Tohoscope; EC)—Japanese cast—5334 (10-20-65)—Good  
science fiction entry—Japanese-made; dubbed in English  
GOSPEL ACCORDING TO ST. MATTHEW, THE—D—136m.—Enrique Irazoqui, Margherita Caruso—5373 (2-16-66)—  
Effective, simple religious offering for selective audiences—Italian-made; English titles  
CULLIVER'S TRAVELS BEYOND THE MOON—CAR—85m.—(C) Produced by Hiroshi Okawa—5398 (5-11-66)—Good  
for kiddies and family trade—Japanese-made; English dialogue  
GYPSY GIRL—D—102m.—(C)—Hayley Mills, Ian McShane—5413 (6-22-66)—Effective art house entry—English-  
made  
JUDEX—MD—96m.—Michael Vitold, Channing Pollock, Edith Scob—5389 (4-13-66)—Moderately interesting import  
—French-made; English titles  
KWAIDAN—FAN—125m.—(EC)—Japanese cast—5350 (12-1-65)—Colorful fantasy limited to art spots—Japanese-  
made; English titles  
McGUIRE, GO HOME—MD—101m.—(EC)—Dirk Bogarde, George Chakiris, Susan Strasberg—5389 (4-13-66)—Well-  
made meller may have heavy going in U.S.—English-made  
TIME OF INDIFFERENCE—D—84m.—Rod Steiger, Claudia Cardinale, Shelley Winters—5335 (10-20-65)—Names may  
help moderately entertaining import—Filmed in Italy—English language  
UNDERWORLD INFORMERS—MD—105m.—Nigel Patrick, Catherine Woodville, Margaret Whiting—5335 (10-20-65)  
—Hard-hitting thriller about British underworld—English-made  
WALK IN THE SHADOW—D—93m.—Michael Craig, Janet Munro, Patrick McGoohan—5373 (2-16-66)—Effective  
drama—English-made

COMING  
COMEDY MAN, THE—Kenneth More, Cecil Parker  
OMICRON—Renato: Salvatori  
LOLLIPOP COVER—Don Gordon  
SHAKESPEARE WALLAH—Shashi Kapoor—Indian-made  
WORLD'S GREATEST SWINDLES—International Cast

EMBASSY

604 BILLY THE KID VS DRACULA—W—72m.—(PC)—Chuck Courtney, John Carradine, Melinda Plowman—5409 (6-8-66)  
—Novel western is exploitable  
606 CAT, THE—MD—87m.—(PC)—Roger Perry, Peggy Ann Garner, Barry Coe, Dwayne Redlin—5418 (7-6-66)—Good  
programmer  
511 DARLING—D—122m.—Laurence Harvey, Dirk Bogarde, Julie Christie—5309 (8-18-65)—Intriguing entry for adults—  
English-made  
603 DAYDREAMER, THE—NOV.—101m.—(EC: Animagic)—Paul O'Keefe, Jack Gilford, Hayley Mills—5418 (7-6-66)—  
Good entry for families and juveniles  
610 EYE FOR AN EYE, AN—W—92m.—(PC)—Robert Lansing, Slim Pickens, Gloria Talbott—5409 (6-8-66)—Okay western  
for the program  
512 GIT!—D—92m.—(TC)—Jack Chaplain, Heather Scott—5350 (12-1-65)—Okay dog story for family audiences  
505 ITALIANO BRAVA GENTE—D—156m.—Arthur Kennedy, Peter Falk—5342 (11-3-65)—Good World War II drama—  
Filmed abroad; English titles  
605 JESSE JAMES MEETS FRANKENSTEIN'S DAUGHTER—W—82m.—(PC)—John Lupton, Cal Bolder, Narda Onyx—5410  
(6-8-66)—Novel western is exploitable  
651 JOHN F. KENNEDY—YEARS OF LIGHTNING, DAY OF DRUMS—DOC.—87m.—(Partly in color)—Narrated by Greg-  
ory Peck—5385 (3-30-66)  
504 LITTLE NUNS, THE—CD—101m.—Catherine Spaak, Didi Perego, Umberto D'Orsi—5325 (9-22-65)—Cute offering for  
program—Filmed abroad; dubbed in English  
611 MAIN CHANCE, THE—MD—60m.—Gregoire Aslan, Tracy Reed, Edward De Souza—5413 (6-22-66)—Fair for support-  
ing slot—English-made  
608 MAN CALLED ADAM, A—DMU—102m.—Sammy Davis, Jr., Louis Armstrong, Cicely Tyson—5418 (7-6-66)—Downbeat  
tale of Negro musicians has some angles  
602 OSCAR, THE—D—119m.—(PC)—Stephen Boyd, Elke Sommer, Milton Berle, Tony Bennett—5374 (2-16-66)—Good,  
adult drama of a Hollywood heel  
601 2nd BEST SECRET AGENT IN THE WHOLE WIDE WORLD, THE—CMD—96m.—(PC)—Tom Adams—5350 (12-1-65)  
Spoof of spies offers cute entertainment—English-made  
514 10TH VICTIM, THE—FAN—92m.—(C)—Marcello Mastroianni, Ursula Andress—5357 (12-29-65)—Off-beat import  
offers different kind of entertainment—Italian-made; English titles and dialogue  
607 TRAMPLERS, THE—W—105m.—(C)—Joseph Cotten, Gordon Scott, James Mitchum, Ilaria Occhini—5419 (7-6-66)  
Okay Western—Made in Italy  
513 VILLAGE OF THE GIANTS—CD—80m.—(Perceptovision; C)—Tommy Kirk, Johnny Crawford, Ronny Howard—5335  
(10-20-65)—Good programmer aimed at teens

COMING  
CAPER OF THE GOLDEN BULLS, THE—(PV; C)—Stephen Boyd, Yvette Mimieux  
IDOL, THE—Jennifer Jones, John Leyton—English-Made  
JACK FROST—(C)—Natalya Sedykh—Soviet-made  
LOVE AND MARRIAGE—Sylva Koscina, Philippe Leroy—Italian-made  
MAD MONSTER PARTY—(Animagic) Boris Karloff  
O.S.S. 117 MISSION FOR A KILLER—(CS)—Frederick Stafford—French-made  
PICTURE MOMMY DEAD—(EC)—Don Ameche, Martha Hyer  
PISTOL FOR RINGO—(C)—Montgomery Wood—Italian-made  
PLACE CALLED GLORY, A—(TC; CS)—Lex Barker, Marianne Koch  
ROMEO AND JULIET—(C)—Margot Fonteyn, Rudolf Nureyev—English-made  
SHOOT LOUD, LOUDER, I DON'T UNDERSTAND—(C)—Marcello Mastroianni—Italian-made  
SPY WITH A COLD NOSE—Lawrence Harvey, Dallah Lavi, Lionel Jeffries  
TERRORNAUTS, THE—(C)—Simon Oates, Zena Marshall  
THIRD BEST SECRET AGENT, THE—(C)—Tom Adams—English-made  
WACKY WORLD OF MOTHER GOOSE—(PC)—Fairy Tale

MGM DISTRIBUTED DURING THE PAST 12 MONTHS

6607 ALPHABET MURDERS, THE—MYC—90m.—Tony Randall, Anita Ekberg, Robert Morley—5381 (3-16-66)—Who-done-  
it for the program—English-made  
AROUND THE WORLD UNDER THE SEA—MD—110m.—(PV; MC)—Lloyd Bridges, Shirley Eaton, David McCallum—  
5390 (4-13-66)—Exciting dramatization of underwater seismological expedition replete with love interest  
6505 CINCINNATI KID, THE—D—101m.—(MC)—Steven McQueen, Edward G. Robinson, Ann-Margaret—5335 (10-20-65)  
—Well cast and produced drama will need sales push to offset relatively limited appeal of theme  
DOCTOR ZHIVAGO—D—197m.—(PV; MC)—Omar Shariff, Julie Christie, Geraldine Chaplin—5357 (12-29-65)—High  
rating entertainment—Filmed abroad  
GLASS BOTTOM BOAT, THE—C—110m.—(PV; MC)—Doris Day, Rod Taylor, Arthur Godfrey—5394 (4-27-66)—  
Entertaining comedy romance  
GREED IN THE SUN—MD—112m.—(CS)—Jean-Paul Belmondo, Andrea Parlsy—5325 (9-22-65)—Neat adventure im-  
port—French-made; English titles  
6606 HARUM SCARUM—CMU—85m.—(MC)—Elvis Presley, Mary Ann Mobley—5343 (11-3-65) Mild Arabian Nights spoof  
helped by Presley draw  
6609 HILL, THE—D—120m.—Sean Connery, Harry Andrews, Ian Bannen—5329 (10-6-65)—Powerful, grim drama of life  
in a military prison—English-made  
6618 HOLD ON—CMU—85m.—(PV; MC)—Herman's Hermits—5382 (3-16-66)—Strictly for teen fans of Herman's  
Hermits  
LADY L—C—107m.—(PV; EC)—Sophia Loren, Paul Newman, David Niven—5399 (5-11-66)—Attractive entry has  
angles and names  
6608 LAUREL AND HARDY'S LAUGHING '20's—COMP—91m.—Laurel and Hardy—5309 (8-18-65)—Nostalgic Robert  
Youngson compilation of old comedies provides laughs  
6603 LOVED ONE, THE—C—116m.—Robert Morse, Jonathan Winters, Anjanette Comer—5336 (10-20-65)—Weird, off-  
beat satire for selective audiences  
6613 MADE IN PARIS—MUC—101m.—(PV; MC)—Ann-Margret, Louis Jourdan—5369 (2-2-66)—Moderately entertain-  
ing tale of romance, high fashion  
MARCO THE MAGNIFICENT—MD—100m.—(EC)—Horst Buchholz, Anthony Quinn, Omar Sharif, Elsa Martinelli—  
5425 (7-20-66)—Sweeping spectacle of Marco Polo's trip to China—Foreign-made  
MAYA—D—91m.—(PV; TC)—Clint Walker, Jay North, Sajid Kahn—5390 (4-13-66)—Good entry for family audi-  
ences and children—Made in India  
6612 MONEY TRAP, THE—D—92m.—(PV)—Glenn Ford, Elke Sommer, Rita Hayworth, Joseph Cotten—5363 (1-19-66)—  
Fine cast boosts taut drama of crooked cops

Escape By Night ..... A2 AA  
Evening With The Royal Ballet,  
An ..... A1 For.  
Every Day Is A Holiday ..... Col.  
Eye for An Eye, An ..... A2 Emb.

F

● Fantastic Voyage ..... Fox  
● Fantomas ..... A1 For.  
● Fahrenheit 451 ..... U  
● Faster Pussycat, Kill, Kill ..... MISC.  
● Father Of A Soldier ..... For.  
● 52 Miles To Terror ..... MGM  
● Fighting Prince of Donegal, The .. BV  
● Fine Madness, A ..... B WB  
● Finger On the Trigger ..... AA  
● Fireball 500 ..... AIP  
● Flame and the Fire ..... A4 Cont.  
● Flight Of The Phoenix, The ..... A1 Fox  
● Follow Me, Boys ..... BV  
● Fortune Cookie, The ..... UA  
● Frankenstein Conquers The World .. AIP  
● Frankenstein Meets the Space  
Monsters ..... AA  
● Frankie and Johnny ..... A2 UA  
● Friends of the Family ..... A3 For.  
● Frontier Hellcat ..... Col.  
● Funeral In Berlin ..... Par.  
● Funny Thing Happened On the  
Way To The Forum, A ..... UA

G

● Gambit ..... U  
● Georgy Girl ..... Col.  
● Ghidrah, The Three-Headed  
Monster ..... A2 Cont.  
● Ghost and Mr. Chicken, The ..... A1 U  
● Ghost In the Invisible Bikini ..... A1  
● Girl Getters, The ..... A3 A1  
● Giti ..... A1 EMB  
● Glass Bottom Boat, The ..... A2 MGM  
● Gnomobile, The ..... BV  
● Gospel According To  
St. Matthew ..... A1 Cont.  
● Grand Prix ..... MGM  
● Great Sioux Massacre, The .... A2 Col.  
● Great Spy Chase, The ..... A3 A1  
● Greed In The Sun ..... A3 MGM  
● Group, The ..... B UA  
● Gulliver's Travels Beyond the Moon Cont.  
● Gunfight In Abilene ..... U  
● Gunmen Of The Rio Grande ..... AA  
● Gunpoint ..... A1 U  
● Guns of Navarone, The-Re. .... A1 Col.  
● Gypsy Girl ..... Cont.

H

Hamlet ..... UA  
Hansel and Gretel ..... A1 For.  
● Happiest Millionaire, The ..... BV  
● Harper ..... A3 WB  
● Harum Scarum ..... A2 MGM  
● Hawaii ..... UA  
● Help! ..... A1 UA  
● Heroes Of Telemark ..... A2 Col.  
● Hill, The ..... A4 MGM  
● Hold On! ..... A1 MGM  
● Hombre ..... Fox  
● Honey Pot, The ..... UA  
● Hotel ..... WB  
● Hotel Paradiso ..... A3 MGM  
● How Not To Rob A Department  
Store ..... For.  
● How To Steal A Million ..... Fox  
● How To Succeed In Business  
Without Really Trying ..... UA  
● Human Duplicators ..... AA  
● Hurry Sundown ..... Par.

I

● Idol, The ..... A3 Emb.  
● Incident At Phantom Hill, The ... A1 U  
● Inside Daisy Clover ..... A3 WB  
● Intimacy ..... Misc.  
● Is Paris Burning? ..... Par.  
● Italiano Brava Gente ..... A3 EMB  
● It's What's Happening ..... Col.

J

● Jack Frost ..... EMB  
● Jesse James Meets Frankenstein's  
Daughter ..... A2 Emb.  
● John F. Kennedy: Years of  
Lightning, Day of Drums ... A1 Emb.  
● Johnny Nobody ..... A2 For.  
● Johnny Reno ..... A2 Par.  
● Johnny Tiger ..... A3 U  
● Judex ..... A2 Cont.



Judith ..... A2 Par.  
Juliet of the Spirits ..... A4 For.  
Jungle Book, The ..... BV

## K

Kaleidoscope ..... WB  
Khartoum ..... A1 UA  
Kid Rodelo ..... A2 Par.  
King And Country ..... A3 AIP  
King Kong Vs Godzilla-Re. .... A1 U  
King of Hearts, The ..... UA  
King Rat ..... A3 Col.  
Kiss the Girls and Make Them Die. Col.  
Knockout ..... Misc.  
Kwaidan ..... A2 Cont.

## L

La Boheme ..... A2 WB  
La Dolce Vita-Re ..... A4 AIP  
Lady L ..... B MGM  
La Fuga ..... C For.  
Las Vegas Hillbillies ..... A1 Misc.  
Last of the Renegades ..... Col.  
Last of the Secret Agents, The .. B Par.  
Laurel and Hardy's Laughing 20's A1 MGM  
Leather Boys, The ..... A3 AA  
Lemonade Joe ..... AA  
Les Bonne Femmes ..... For.  
Let's Kill Uncle ..... A2 U  
Lt. Robin Crusoe, U.S.N. .... A1 BV  
Life At The Top ..... A4 Col.  
Liquidator, The ..... A3 MGM  
Little Nuns, The ..... A1. Emb.  
Little Ones, The ..... A2 Col.  
Little Prince And The  
Eight-Headed Dragon, The ..... Col.  
Living It Up-Re ..... A1 Par.  
Lollipop ..... For.  
Lollipop Cover ..... A2 Cont.  
Long Ride Home, The ..... Col.  
Lord Love A Duck ..... A4 UA  
Lost Command, The ..... A3 Col.  
Love And Kisses ..... A2 U  
Loved One, The ..... B MGM

## M

Macabro ..... AIP  
Mad Executioners, The ..... A2 Par.  
Mad Monster Party ..... EMB  
Madame X ..... A3 U  
Made In Paris ..... A3 MGM  
Magic Weaver, The ..... A1 AA  
Magic World of Topo Gigio, The A1 Col.  
Magnificent Concubine, The ..... For.  
Main Chance, The ..... Emb.  
Male Companion ..... A3 For.  
Man And A Woman, A ..... AA  
Man Called Adam, A ..... A3 Emb.  
Man Called Flintstone, The ..... Col.  
Man Could Get Killed, A ..... A2 U  
Man For All Seasons, A ..... Col.  
Mandrakula ..... C For.  
Marco, The Magnificent ..... MGM  
Marriage On The Rocks ..... B WB  
Matchless ..... UA  
Maya ..... A1 MGM  
McGuire, Go Home ..... Cont.  
Merry Wives of Windsor, The .. A2 For.  
Mickey One ..... A3 Col.  
Midsummer Night's Dream, A .... Col.  
Mister Buddwing ..... A3 MGM  
Modesty Blaise ..... A3 Fox  
Moment to Moment ..... A3 U  
Monkeys Go Home ..... BV  
Money Trap, The ..... B MGM  
Moonwolf ..... AA  
Morgan ..... A3 For.  
Mozambique ..... B For.  
Munster Go Home ..... A1 U  
Murder Game, The ..... Fox  
Murder in Mississippi ..... Misc.  
Murieta ..... A1 WB  
Mutiny In Outer Space ..... AA  
My Fair Lady ..... A1 WB  
Mystery of Thug Island, The ... A2 Col.  
Mystifiers, The ..... For.

## N

Naked Prey, The ..... A3 Par.  
Namu, The Killer Whale ..... UA  
Nanny, The ..... A3 Fox  
Nevada Smith ..... A3 Par.  
Never Too Late ..... A3 WB  
Night of the Generals, The ..... Col.  
Night of The Grizzly ..... A1 Par.  
Nightmare Castle ..... AA  
North By Northwest-Re ..... A3 MGM  
Not With My Wife, You Don't .... WB

## O

Oh Dad, Poor Dad, Mama's  
Hung You In the Closet and  
I'm Feeling So Sad ..... Par.

6619 NORTH BY NORTHWEST—D—137m.—(VV; TC)—Cary Grant, Eva Marie Saint, James Mason—5382 (3-16-66)—High rating, entertaining Hitchcock entry—Reissue  
6602 ONCE A THIEF—MD—107m.—(PV)—Alain Delon, Ann-Margret, Van Heflin—5321 (9-1-65)—Effective tale of a loser  
6616 PATCH OF BLUE, A—105m.—(PV)—Sidney Poitier, Shelley Winters—5353 (12-15-65)—Sensitive drama handled with exquisite taste and sure to please discriminating audiences  
6604 SECRET OF MY SUCCESS, THE—C—112m.—(PV; MC)—Shirley Jones, Stella Stevens, James Booth—5330 (10-6-65)—Cute comedy—Filmed abroad  
6623 SECRET SEVEN, THE—MD—94m.—(TS; EC)—Tony Russel, Helga Line—5394 (4-27-66)—Plenty of action for the program—Italian-made  
6511 SEVEN WOMEN—D—93m.—(PV; MC)—Anne Bancroft, Sue Lyon, Margaret Leighton—5353 (12-15-65)—Mission trouble in China has angles and interest  
6617 SINGING NUN, THE—MUD—98m.—(PV; MC)—Debbie Reynolds, Ricardo Montalban, Greer Garson—5382 (3-16-66)—Warm, tuneful combination of religion and music  
6621 SON OF A GUNFIGHTER—W—92m.—(CS; MC)—Russell Tamblyn, Kieron Moore, Maria Granada—5390 (4-13-66)—Satisfactory western meller for the action program  
6620 SPY WITH MY FACE, THE—MD—88m.—(MC)—Robert Vaughn, David McCallum, Santa Berger—5377 (3-2-66)—Video hero in action on big screen  
6622 TIKO AND THE SHARK—NOV.—100m.—(EC)—Polynesian cast—5390 (4-13-66)—Okay novelty for family type audiences; art houses—Filmed in French Polynesia  
6624 TO TRAP A SPY—MD—92m.—(MC)—Robert Vaughn, Luciana Paluzzi, Patricia Crowley—5377 (3-2-66)—Depends upon tv's "Man From U.N.C.L.E." popularity  
6615 WHERE THE SPIES ARE—MD—110m.—(PV; MC)—David Niven, Francoise Dorleac—5351 (12-1-65)—Good adventure thriller—Filmed abroad  
6610 WHEN THE BOYS MEET THE GIRLS—MU—110m.—(PV; MC)—Connie Francis, Harve Pressnell, Herman's Hermits—5351 (12-1-65)—Lightweight musical with appeal for younger set

## COMING

BIGGEST BUNDLE OF THEM ALL, THE—(PV; C)—Robert Wagner, Raquel Welch  
BLOW-UP, THE—(C)—Vanessa Redgrave, David Hemmings—English-made  
DANGEROUS DAYS OF KIOWA JONES—Robert Horton, Diane Baker, Sal Mineo  
DIRTY DOZEN, THE—(PV; C)—Lee Marvin, Charles Bronson, Clint Walker, Ernest Borgnine  
52 MILES TO TERROR—Dana Andrews, Jeanne Crain  
GRAND PRIX—(C)—James Garner, Yves Montand  
HOTEL PARADISO—(PV; C)—Alec Guinness, Gina Lollobrigida  
LIQUIDATOR, THE—(PV; MC)—Rod Taylor, Trevor Howard, Jill St. John—English-made  
MISTER BUDDWING—James Garner, Jean Simmons, Suzanne Pleshette  
PENELOPE—(PV; MC)—Natalie Wood, Dick Shawn, Peter Falk  
RETURN OF THE GUNFIGHTER—(WS; C)—Robert Taylor, Anna Martin  
SPINOUT—(MC; PV)—Elvis Presley  
13—Deborah Kerr, David Niven  
THIS WAY OUT, PLEASE—(PV; MC)—Sandra Dee, George Hamilton, Celeste Holm  
THREE BITES OF THE APPLE—(PV; C)—David McCallum, Sylva Koscina  
2001—A SPACE ODYSSEY—(SP; C)—Gary Lockwood, Keir Dullea  
25TH HOUR, THE—(C)—Anthony Quinn, Virna Lisi  
VAMPIRE KILLERS, THE—(C)—Sharon Tate, Jack MacGowran  
VENETIAN AFFAIR, THE—(MC; PV)—Robert Vaughn, Elke Sommer

## PARAMOUNT

### DISTRIBUTED DURING THE PAST 12 MONTHS

R6536 ALL THE WAY (THE JOKER IS WILD)—D—126m.—(VV)—Frank Sinatra, Mitzi Gaynor—5394 (4-27-66)—Joe E. Lewis biography is entertaining—Reissue  
6519 APACHE UPRISING—W—90m.—(TC; TS)—Rory Calhoun, Corinne Calvet, John Russell—5363 (1-19-66)—Western bolstered by cast of old friends  
6533 ASSAULT ON A QUEEN—MD—106m.—(TC; PV)—Frank Sinatra, Virna Lisi, Tori Franciosa—5414 (6-22-66)—Entry has angles that can sell well  
6515 BEACH BALL—CMU—83m.—(TC)—Edd Byrnes, The Supremes—5330 (10-6-65)—Okay entry for teen set  
R6529 BELLBOY, THE—C—72m.—Jerry Lewis—5399 (5-11-66)—Mildly amusing Jerry Lewis entry—Reissue  
6508 BOEING, BOEING—C—102m.—(TC)—Tony Curtis, Jerry Lewis, Dany Saval—5346 (11-17-65)—Top funmakers in furious frolic about sex.  
R6505 BREAKFAST AT TIFFANY'S—C—115m.—(TC)—Audrey Hepburn, George Peppard—5322 (9-1-65)—Reissue of sophisticated entry is best for big city spots  
R6535 COME BLOW YOUR HORN—C—115m.—(PV; TC)—Frank Sinatra, Lee J. Cobb, Molly Picon—5394 (4-27-66)—Very funny comedy should roll to top returns—Reissue  
6523 JOHNNY RENO—W—83m.—(TS; TC)—Dana Andrews, Jane Russell, Lon Chaney—5377 (3-2-66)—Okay western has "names to help"  
6520 JUDITH—D—109m.—(PV; TC)—Sophia Loren, Peter Finch, Jack Hawkins—5363 (1-19-66)—Interesting view of early days of Israel and some of its people—Filmed in Israel  
6518 KID RODELO—W—91m.—Don Murray, Janet Leigh, Broderick Crawford—5364 (1-19-66)—Outdoor action drama okay for program—Filmed abroad  
6527 LAST OF THE SECRET AGENTS, THE?—C—90m.—(TC)—Marty Allen, Steve Rossi, Nancy Sinatra—5399 (5-11-66)—Generally amusing comedy  
R6502 LIVING IT UP—CMU—95m.—(TC)—Dean Martin, Jerry Lewis, Janet Leigh—5322 (9-1-65)—High rating comedy reissue  
6516 MAD EXECUTIONERS, THE—MD—92m.—Hansjorg Felmy, Maria Perschy—5343 (11-3-65)—Sufficiently ghastly to carry lower half—Foreign-made dubbed in English  
6525 NAKED PREY, THE—D—94m.—(PV; TC)—Cornel Wilde, Gert Van Der Berg—5382 (3-16-66)—Offbeat entry contains fine photography, plenty of action  
6532 NEVADA SMITH—W—128m.—(PV; C)—Steve McQueen, Karl Malden, Suzanne Pleshette—5410 (6-8-66)—Good western has names and action  
6526 NIGHT OF THE GRIZZLY, THE—MD—102m.—(TC; TS)—Clint Walker, Martha Hyer, Keenan Wynn—5390 (4-13-66)—Good adventure film  
R6537 ONE-EYED JACKS—W—141m.—(TC)—Marlon Brando, Karl Malden, Katy Jurado—5395 (4-27-66)—Impressive western—Reissue  
6531 PARADISE, HAWAIIAN STYLE—MU—91m.—(TC)—Elvis Presley, Suzanna Leigh—5410 (6-8-66)—Presley sings again  
R6501 PARDNERS—C—88m.—(TC)—Dean Martin, Jerry Lewis, Lori Nelson—5322 (9-1-65)—Amusing reissue of western spoof has names, laughs and music  
6504 PROMISE HER ANYTHING—C—91m.—(TC)—Warren Beatty, Leslie Caron, Bob Cummings—5374 (2-16-66)—Zany way-out farce with appeal for young adults—English-made  
6530 PSYCHOPATH, THE—MD—83m.—(TS; TC)—Patrick Wymark, Margaret Johnston—5399 (5-11-66)—Fairly interesting thriller—Filmed abroad  
6507 RED LINE 7000—MD—110m.—(TC)—Gail Hirtle, James Ward—5343 (11-3-65)—Auto race grinder offers kicks for teens, immature adults  
6510 REVENGE OF THE GLADIATORS—MD—100m.—(TC; TS)—Roger Browne—5326 (9-22-65)—Action entry okay for program—Filmed abroad; dubbed in English  
R6506 SABRINA—CD—113m.—Humphrey Bogart, Audrey Hepburn, William Holden—5322 (9-1-65)—High rating reissue  
6514 SANDS OF THE KALAHARI—D—119m.—(PV; TC)—Stuart Whitman, Stanley Baker, Susannah York—5343 (11-3-65)—Effective drama of human savagery in the struggle for survival—Made in Africa  
6511 SEVEN SLAVES AGAINST THE WORLD—MD—96m.—(TS; TC)—Roger Browne—5331 (10-6-65)—Will please kids and action fans—Italian-made; dubbed in English  
R6522 SHANE—MD—118m.—(TC)—Alan Ladd, Jean Arthur, Van Heflin—5378 (3-2-66)—Reissue is well-made outdoor classic—Reissue  
6503 SITUATION HOPELESS—BUT NOT SERIOUS—CD—97m.—Sir Alec Guinness, Michael Connors, Robert Redford—5330 (10-6-65)—Entertaining entry—Filmed abroad  
6513 SKULL, THE—D—83m.—(TC; TS)—Peter Cushing, Christopher Lee, 5322 (9-1-65)—Interesting horror entry—Filmed abroad  
6517 SLENDER THREAD, THE—D—98m.—Sidney Poitier, Anne Bancroft—5354 (12-15-65)—High rating suspense thriller Very good big scale western  
6509 SPY WHO CAME IN FROM THE COLD, THE—D—112m.—Richard Burton, Claire Bloom—5354 (12-15-65)—Interesting filmization of best seller—Filmed abroad  
R6524 TEN COMMANDMENTS, THE—D—219m.—(VV; TC)—Charlton Heston, Yul Brynner, Debra Paget—5382 (3-16-66)—One of the top entertainments of all time—Reissue  
6534 THIS PROPERTY IS CONDEMNED—D—110m.—(TC)—Natalie Wood, Robert Redford, Kate Reid—5414 (6-22-66)—Steamy Tennessee Williams story of the south  
R6528 VISIT TO A SMALL PLANET—C—85m.—Jerry Lewis—5399 (5-11-66)—Amusing Jerry Lewis comedy—Reissue

## COMING

ALFIE—(TS; TC)—Michael Caine, Shelley Winters—English-made  
DEADLY BEES, THE—(TC)—Suzanne Leigh, Frank Finlay—English-made



EL DORADO—(TC)—John Wayne, Robert Mitchum, Michele Carey  
 FUNERAL IN BERLIN—(C)—Michael Caine, Eva Renzi  
 HURRY SUNDOWN—Michael Caine, Jane Fonda  
 IS PARIS BURNING?—(PV)—Kirk Douglas, Leslie Caron  
 OH DAD, POOR DAD, MAMMA'S HUNG YOU IN THE CLOSET AND I'M FEELING SO SAD—(TC)—Rosalind Russell, Robert Morse, Jonathan Winters  
 RED TOMAHAWK—(TC)—Howard Keel, Joan Caulfield  
 SECONDS—Rock Hudson, Salome Jens  
 SPIRIT IS WILLING, THE—(TC)—Sid Caesar, Vera Miles, Cass Daley  
 SWINGER, THE—(TC)—Tony Franciosa, Ann-Margaret  
 WACO—(TC)—Howard Keel, Jane Russell  
 WARNING SHOT—(TC)—David Janssen, Eleanor Parker  
 VULTURE, THE—(TC)—Robert Hutton, Broderick Crawford, Diane Clare  
 YOU JUST KILL ME—(PV)—Tony Curtis, Rosanna Schiaffino

## 20TH CENTURY-FOX

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 566 AGONY AND THE ECSTASY, THE—D—123m.—(Todd-AO; DC)—Charlton Heston, Rex Harrison, Diane Cilento—5326 (9-22-65)—High rating roadshow drama about Michelangelo and his works  
 BATMAN—NOV.—105m.—(DC)—Adam West, Burt Ward, Lee Meriwether—5426 (7-20-66)—Wham, pow, sock—Holy Crosses.  
 BLUE MAX, THE—D—156m.—(CS; DC)—George Peppard, James Mason, Ursula Andress—5414 (6-22-66)—Highly interesting adventure  
 527 CAVERN, THE—D—83m.—John Saxon, Brian Aherne, Roseanna Schiaffino—5346 (11-17-65)—Fair war programmer—Filmed abroad  
 517 CURSE OF THE FLY, THE—(CS)—D—86m.—Brian Donlevy, Carole Gay—5322 (9-1-65)—Okay programmer—English-made  
 518 DEVILS OF DARKNESS—D—88m.—(DC)—William Sylvester, Hubert Noel, Tracy Reed—5322 (9-1-65)—Interesting programmer on the supernatural—Filmed abroad  
 530 DO NOT DISTURB—C—102m.—(CS; DC)—Doris Day, Rod Taylor—5358 (12-29-65)—Cute comedy in Day manner  
 604 DRACULA—PRINCE OF DARKNESS—MD—90m.—(DC)—Christopher Lee, Barbara Shelley—5369 (2-2-66)—Effective horror entry—English-made  
 602 FLIGHT OF THE PHOENIX, THE—D—141m.—(DC)—James Stewart, Peter Finch, Richard Attenborough—5358 (12-29-65)—Well made drama  
 HOW TO STEAL A MILLION—C—127m.—(PV; DC)—Audrey Hepburn, Peter O'Toole, Hugh Griffith—5419 (7-6-66)—Fine comedy is lively entertainment  
 611 MODESTY BLAISE—MD—119m.—(DC)—Monica Vitti, Terence Stamp, Dirk Bogarde—5400 (5-11-66)—Real wild entertainment in the spy category—English-made  
 MURDER GAME, THE—MD—75m.—Ken Scott, Marla Landi, Trader Faulkner—5386 (3-30-66)—Okay programmer—English-made  
 526 NANNY, THE—D—93m.—Bette Davis, Wendy Craig, William Dix—5336 (10-20-65)—Absorbing psychological drama—English-made  
 601 OUR MAN FLINT—CMD—107m.—(CS; DC)—James Coburn, Lee J. Cobb, Gila Golan—5358 (12-29-65)—Entertaining spoof on secret agent routines  
 605 PLAGUE OF THE ZOMBIES, THE—MD\*—90m.—(DC)—Andre Morell, Diane Clare—5370 (2-2-66)—Well-made chiller for horror fans—English-made  
 608 RASPUTIN—THE MAD MONK—D—92m.—(CS; DC)—Christopher Lee, Barbara Shelley—5395 (4-27-66)—Exploitable offering—English-made  
 609 REPTILE, THE—MD—90m.—(DC)—Noel Willman, Jennifer Daniels—5400 (5-11-66)—Exploitable programmer—English-made  
 529 RETURN OF MR. MOTO, THE—MD—71m.—Henry Silva, Suzanna Lloyd—5351 (12-1-65)—Fair lower half entry  
 523 REWARD, THE—D—92m.—(CS; DC)—Max Von Sydow, Yvette Mimeux, Efram Zimbalist, Jr.—5326 (9-22-65)—Effective drama  
 555 SOUND OF MUSIC, THE—MU—174m.—(Todd-AO; DC)—Julie Andrews, Christopher Plummer, Eleanor Parker—5258 (3-3-65)—Highly entertaining and charming film version of stage musical—Filmed abroad  
 528 SPACEFLIGHT IC-1—MD—65m.—Bill Williams, Norma West—5336 (10-20-65)—Fair science fiction programmer—Made in England  
 STAGECOACH—OD—114m.—(CS; DC)—Ann-Margret, Red Buttons, Michael Connors—5406 (5-25-66)—Interesting, oft-times absorbing western  
 WEEKEND AT DUNKIRK—D—101m.—(Franscope; DC)—Jean-Paul Belmondo, Catherine Spaak—5406 (5-25-66)—Okay import—Filmed abroad; dubbed in English  
 WILD ON THE BEACH—CMU—77m.—Frankie Randall, Sherry Jackson—5323 (9-1-66)—Mild Rock 'N' Roll entry for program

### COMING

BIBLE, THE—(70mm; DC)—Peter O'Toole, Ava Gardner, John Huston  
 CAPRICE—(CS; DC)—Doris Day, Richard Harris, Ray Walston  
 CONVICT STAGE—Harry Lauter, Donald Barry  
 DEVIL'S OWN, THE—(WS; C)—Joan Fontaine, Alec McGowen—English-made  
 EL GRECO—(C)—Mel Ferrer, Rosanna Schiaffino  
 FANTASTIC VOYAGE—(CS; DC)—Stephen Boyd, Edmond O'Brien  
 HOMBRE—(PV; C)—Paul Newman, Diane Cilento  
 ONE MILLION YEARS B. C.—(CS; DC)—John Richardson, Raquel Welch  
 PREHISTORIC WOMEN—(CS, C)—Martine Beswick, Michael Latimer—English-made  
 SAND PEBBLES, THE—(Todd-Ao; DC)—Steven McQueen, Candice Bergen, Richard Attenborough  
 SMOKY—(C)—Fess Parker, Diana Hyland  
 TWO FOR THE ROAD—(C)—Audrey Hepburn, Albert Finney  
 VIKING QUEEN, THE—(WS; C)—Carita, Don Murray  
 WAY, WAY OUT—(CS; DC)—Jerry Lewis, Connie Stevens, Dick Shawn

## UNITED ARTISTS

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6514 BILLIE—CMU—87m.—(TC; TS)—Patty Duke, Warren Berlinger, Jim Backus—5323 (9-1-65)—Wholesale, heart-warming comedy for family trade—Chrislaw  
 6611 BOY, DID I GET A WRONG NUMBER—C—99m.—(DC)—Bob Hope, Elke Sommer, Phyllis Diller—5411 (6-8-66)—Moderately amusing nonsense in the Hope style—Small  
 6606 CAST A GIANT SHADOW—MD—136m.—(PV; DC)—Kirk Douglas, Senta Berger, Angie Dickinson—5391 (4-13-66)—Well-made tale about a man of action  
 6608 DON'T WORRY, WE'LL THINK OF A TITLE—C—83m.—Morey Amsterdam, Rose Marie, Carmen Phillips—5400 (5-11-66)—Comedy will have to depend on names—Schenck  
 6609 DUEL AT DIABLO—W—103m.—(DC)—James Garner, Sidney Poitier, Bibi Andersson—5406 (5-25-66)—Effective action entry of cavalry vs Apaches  
 6605 FRANKIE AND JOHNNY—MU—87m.—(TC)—Elvis Presley, Donna Douglas—5386 (3-30-66)—Presley fans will enjoy colorful entry—Small  
 6604 GROUP, THE—D—152m.—(DC)—Candice Bergen, James Cogdon, James Broderick—5378 (3-2-66)—An intriguing drama especially for gals—Feldman  
 6607 HAMLET—D—148m.—Innokentl Smokturnovsky—5382 (3-16-66)—Classic is for discriminating audiences—Russian-made; English titles  
 6513 HELPI—CMU—90m.—(EC)—The Beatles—5310 (8-18-65)—Beatlemania strikes again—Shenson—Filmed abroad  
 6610 KHARTOUM—AD—135m.—(TC; Ultra-PV Presented in Cinerama)—Charlton Heston, Laurence Olivier—5415 (6-22-66)—Interesting, well-made screen adventure on giant scale—Filmed abroad  
 6602 LORD LOVE A DUCK—C—104m.—Roddy McDowall, Tuesday Weld, Lola Albright—5370 (2-2-66)—Zany entry satirizes modern society effectively—Charleston  
 6504 RAGE TO LIVE, A—D—101m.—(PV)—Suzanne Pleshette, Bradford Dillman, Ben Gazzara—5327 (9-22-65)—"Soap opera" type offering may be best for femmes—Mirisch  
 6515 RETURN FROM THE ASHES—D—105m.—(PV)—Maximilian Schell, Samantha Eggar, Ingrid Thulin—5337 (10-20-65)—Intriguing drama—Filmed abroad—Mirisch  
 6612 RUSSIANS ARE COMING, THE RUSSIANS ARE COMING, THE—C—126m.—(PV; DC)—Carl Reiner, Eva Marie Saint, Alan Arkin—5407 (5-25-66)—A very funny film  
 6601 THOUSAND CLOWNS, A—CD—118m.—Jason Robards, Barbara Harris, Barry Gordon—5351 (12-1-65)—Highly enjoyable filmisation of stage play—Harrell  
 6517 THUNDERBALL—MD—131m.—(PV; TC)—Sean Connery, Claudine Auger—5359 (12-29-65)—Another Bond b.o. bonanza—Broccoli-Saltzman  
 6603 VIVA MARIA—C—114m.—(PV; EC)—Brigitte Bardot, Jeanne Moreau, George Hamilton—5358 (12-29-65)—Cut satire features babes, bullets and bombs  
 6613 WHAT DID YOU DO IN THE WAR DADDY?—C—116m.—(PV; DC)—James Coburn, Dick Shawn, Giovanni Ralli—5419 (7-6-66)—Featherweight nonsense among the military—Mirisch

### COMING

AMBUSH BAY—Hugh O'Brian, Mickey Rooney—Courageous  
 AFTER THE FOX—(C)—Peter Sellers, Victor Mature—Montoro  
 DESTRUCTORS, THE—(C)—Richard Egan, John Ericson, Joan Blackman  
 DOLLAR A HEAD, A—(EC; TS)—Burt Reynolds, Tanya Lopert

●Oh! Those Most Secret Agents AA  
 ●Omicron ..... Cont.  
 ●Once A Thief ..... A3 MOM  
 ●Once Upon An Island ..... AA  
 ●One-Eyed Jacks-Re. .... A3 Para.  
 ●One Million Years B. C. .... Fox  
 ●Operation C.I.A. .... A2 AA  
 ●Oscar, The ..... B EMB  
 ●Othello ..... A2 WB  
 ●O.S.S. 117—Mission For A Killer ... EMB  
 ●Our Man Flint ..... B Fox  
 ●Out of Sight ..... A2 U

P

●Pad, The ..... A3 U  
 ●Paradise, Hawaiian Style ..... A1 Par.  
 ●Pardners-Re ..... A1 Par.  
 ●Party's Over, The ..... AA  
 ●Patch of Blue, A ..... A3 MGM  
 ●Penelope ..... MGM  
 ●Picture Mommy Dead ..... Emb.  
 ●Pilgrimage For Peace ..... Misc.  
 ●Pinocchio In Outer Space ..... A1 U  
 ●Pistol For Ringo ..... EMB  
 ●Place Called Glory, A ..... A2 EMB  
 ●Plague of the Zombies, The .... A2 Fox  
 ●Planet of the Vampires, The .... A2 A1  
 ●Playground, The ..... Misc.  
 ●Prehistoric Women ..... Fox  
 ●Professionals, The ..... Col.  
 ●Promise Her Anything ..... A3 Par.  
 ●Psychopath, The ..... A2 Par.  
 ●Pussycat Alley ..... For.

Q

Queen of Blood ..... A1 A1

R

Racing Fever ..... B AA  
 ●Rage, The ..... Col.  
 ●Rage To Live, A ..... A3 UA  
 ●Rare Breed, The ..... A1 U  
 ●Ravagers, The ..... For.  
 ●Rasputin—The Mad Monk ..... B Fox  
 ●Red Line 7000 ..... B Par.  
 ●Red Tomahawk ..... Par.  
 ●Reptile, The ..... A2 Fox  
 ●Return From The Ashes ..... A3 UA  
 ●Return of Mr. Moto ..... B Fox  
 ●Return Of The Gunfighter ..... MGM  
 ●Return of the Seven ..... UA  
 ●Revenge of The Gladiators, The . A2 Par.  
 ●Reward, The ..... A2 Fox  
 ●Ride Beyond, Vengeance ..... A3 Col.  
 ●River of Dollars, A ..... UA  
 ●Romeo and Juliet ..... EMB  
 ●Russians Are Coming, The ..... A1 UA

S

Sabrina-Re ..... B Par.  
 ●Sailor From Gibraltar ..... UA  
 ●Sand Pebbles, The ..... Fox  
 ●Sands of Beersheba ..... A1P  
 ●Sandra ..... For.  
 ●Sands of The Kalahari ..... A3 Par.  
 ●Scandal, The ..... U  
 ●2nd Best Secret Agent In The  
 Whole Wide World ..... A3 EMB  
 ●Seconds ..... B Par.  
 ●Secret Agent Fireball ..... A2 A1  
 ●Secret Agent Super Dragon ..... For.  
 ●Secret Of Magic Island ..... Emb.  
 ●Secret Of My Success, The .. A2 MGM  
 ●Secret Seven, The ..... A1 MGM  
 ●Sergeant Deadhead ..... A3 A1  
 ●Seven Slaves Against The World A2 Par.  
 ●Seven Women ..... B MGM  
 ●Shakespeare Wallah ..... A3 Cont.  
 ●Shane-Re ..... A2 Par.  
 ●Shepherd Girl, The ..... For.  
 ●Shop on Main Street, The ..... A3 For.  
 ●Shoot Loud, Louder,  
 I Don't Understand ..... EMB  
 ●Silencers, The ..... B Col.  
 ●Singling Nun, The ..... A1 MGM  
 ●Situation Hopeless But  
 Not Serious ..... A2 Par.  
 ●Skull, The ..... A2 Par.  
 ●Sleeping Beauty, The ..... A1 For.  
 ●Sleeping Car Murder, The ..... B For.  
 ●Slender Thread, The ..... A2 Par.  
 ●Smoky ..... Fox  
 ●Son Of A Gunfighter ..... A1 MGM  
 ●Sound Of Music, The ..... A1 Fox  
 ●Southwest To Sonora ..... U  
 ●Space Flight IC-1 ..... B Fox  
 ●Spinout ..... MGM  
 ●Splrit Is Willing, The ..... Par.  
 ●Spy In Your Eye ..... A2 A1  
 ●Spy Who Came In From The  
 Cold, The ..... A3 Par.  
 ●Spy With A Cold Nose ..... EMB.  
 ●Spy With My Face, The ..... B MGM  
 ●Stagecoach ..... A2 Fox.



Stop the World—I Want To  
Get Off ..... A3 WB  
Study In Terror, A ..... Col.  
Sucker, The ..... A3 For.  
Swedish Wedding Night ..... C For.  
Sweet Light In A Dark Room ..... For.  
●Swinger, The ..... Par.

## T

Taffy And The Jungle Hunter .. A1 AA  
●Taming of the Shrew, The ..... Col.  
●Tarzan and the Valley of Gold .. A1 AIP  
Take It All ..... C For.  
Ten Commandments, The-Re ... A1 Par.  
Ten Little Indians ..... A3 For.  
●10:30 P.M. SUMMER ..... UA  
Tenth Victim, The ..... B Emb.  
Terror In The City ..... A3 AA  
●Terrornauts, The ..... Emb.  
●Texas Across The River ..... U  
That Darn Cat ..... A1 BV  
That Man In Istanbul ..... A3 Col.  
●Third Best Secret Agent, The .... Emb.  
●13 ..... MGM  
This Property Is Condemned .... B Par.  
●This Way Out, Please ..... MGM  
●Thoroughly Modern Mille ..... U  
Thousand Clowns, A ..... A3 UA  
●Three Bites of the Apple ..... MGM  
Three On A Couch ..... A3 Col.  
Thunderball ..... A3 UA  
Tiko and the Shark ..... A1 MGM  
Time Of Indifference ..... B Cont.  
●To Sir, With Love ..... Col.  
To Trap A Spy ..... A3 MGM  
●Tobruk ..... U  
●Tokyo Olympiad ..... AIP  
Tomb Of Torture ..... For.  
Torn Curtain ..... U  
●Traitor's Gate ..... Col.  
Trampers, The ..... Emb.  
Treasure Of Silver Lake ..... A1 Col.  
●Triple Cross ..... WB  
Trouble With Angels, The ..... A1 Col.  
●2001—A Space Odyssey ..... MGM  
●25th Hour, The ..... MGM  
●Two For The Road ..... Fox

## U

Ugly Dachshund, The ..... A1 BV  
Underworld Informers ..... A2 Cont.  
Up To His Ears ..... A3 For.

## V

●Vampire Killers, The ..... MGM  
●Venetian Affair, The ..... MGM  
●Viking Queen, The ..... Fox  
Village Of The Giants ..... B Emb.  
Visit To A Small Planet-Re. .... A2 Par.  
Viva Marla ..... B UA  
●Vulture, The ..... A1 Par.

## W

●Waco ..... A2 Par.  
●Wacky World of Mother Goose ... Emb.  
Walk, Don't Run ..... Col.  
Walk In The Shadow ..... A2 Cont.  
War Lord, The ..... A3 U  
●War—Italian Style ..... AIP  
●Warning Shot ..... Par.  
●Way, Way Out ..... Fox  
●Way West, The ..... UA  
Weekend At Dunkirk ..... A3 Fox  
Weird, Wicked World ..... For.  
What Did You Do In The  
War, Daddy? ..... UA  
●What's Up Tiger Lilly? ..... AIP  
When The Boys Meet The Girls A3 MGM  
Where The Spies Are ..... A3 MGM  
●Whisperers, The ..... UA  
●Who's Afraid Of Virginia Woolf? A4 WB  
●Who's Minding The Mint? ..... Col.  
W.I.A. (Wounded In Action) .... For.  
Wild Angels, The ..... AIP  
Wild On The Beach ..... A2 Fox  
Wild, Wild Winter ..... A2 U  
●Willie and the Yank ..... BV  
Winter A-Go-Go ..... A2 Col.  
●World's Greatest Swindles ..... Cont.  
●Wrong, Box, The ..... Col.

## Y

Year of the Horse, The ..... Misc.  
●You Just Kill Me ..... Par.  
You Must Be Joking ..... A2 Col.  
Young World, A ..... C For.

FUNNY THING HAPPENED ON THE WAY TO THE FORUM, A—(C)—Zero Mostel, Phil Silvers, Buster Keaton, Jack Gilford  
FORTUNE COOKIE, THE—Jack Lemmon, Walter Matthau  
HAWAII—(PV; C)—Julie Andrews, Max Von Sydow—Mirisch  
HONEY POT, THE—Rex Harrison, Susan Hayward, Maggie Smith—Felman  
HOW TO SUCCEED IN BUSINESS WITHOUT REALLY TRYING—(PV; DC)—Robert Morse, Rudy Vallee—Mirisch  
KING OF HEARTS, THE—(C)—Alan Bates, Jean-Claude Brialy  
MATCHLESS—Patrick O'Neal, Ira Von Furstenberg—DeLaurentis  
NAMU; THE KILLER WHALE—(C)—89m.—Robert Lansing  
RETURN OF THE SEVEN—(PV, EC)—Yul Brynner, Robert Fuller—Mirisch  
RIVER OF DOLLARS, A—(TS; TC)—Tom Hunter, Henry Silva  
SAILOR FROM GIBALTAR—Jeanne Moreau, Ian Bannen  
10:30 P.M. SUMMER—Melina Mercouri, Peter Finch—Woodfall  
WAY WEST, THE—(C)—Kirk Douglas, Robert Mitchum—Hecht  
WHISPERERS, THE—Dame Edith Evans, Eric Portman—Seven Pines

## UNIVERSAL

### DISTRIBUTED DURING THE PAST 12 MONTHS

6604 AGENT FOR H.A.R.M.—MD—84m.—(C)—Mark Richman, Wendell Corey, Barbara Bouchet—5364 (1-19-66)—Fair programmer  
AND NOW MIGUEL—D—95m.—(TC)—Michael Ansara, Pat Cardi, Guy Stockwell—5400 (5-11-66)—Fine entry for youngsters and family trade  
ARABESQUE—CD—105m.—(TC; PV)—Gregory Peck, Sophia Loren—5401 (5-11-66)—Lavish, suspenseful comedy-drama has potent cast—Made in England  
BEAU GESTE—MD—103m.—(TC)—Guy Stockwell, Telly Savales, Doug McClure—5426 (7-20-66)—Remake in acceptable melodrama  
BLINDFOLD—CMD—102m.—(PV; TC)—Rock Hudson, Claudia Cardinale, Jack Warden—5407 (5-25-66)—Entertaining entry mixes mystery and laughs  
6606 BOY CRIED MURDER, THE—D—86m.—(C)—Veronica Hurst, Phil Brown, Fraser MacIntosh—5383 (3-16-66)—Okay programmer  
6612 BRIDES OF DRACULA, THE—MD—85m.—(TC)—Peter Cushing, Martita Hunt—5401 (5-11-66)—Well-made horror entry—English-made; Reissue  
6609 GHOST AND MR. CHICKEN, THE—C—90m.—(TC; TS)—Don Knotts, Joan Staley—5364 (1-19-66)—Cute programmer for family trade  
6610 GUNPOINT—W—86m.—(TC)—Audie Murphy, Joan Staley—5386 (3-30-66)—Okay western  
INCIDENT AT PHANTOM HILL—W—88m.—(TS; TC)—Robert Fuller, Jocelyn Lane, Dan Duryea—5426 (7-20-66)—Fair western  
6608 JOHNNY TIGER—D—102m.—(C)—Robert Taylor, Geraldine Brooke—5395 (4-27-66)—Off-beat subject makes for good program  
6411 KING KONG VS GODZILLA—MD—90m.—(C)—Michael Keith—5401 (5-11-66)—Exploitable science fiction entry for program—Japanese-made—Reissue  
6527 LOVE AND KISSES—CMU—87m.—(TC)—Rick Nelson, Kristin Nelson, Jack Kelly—5310 (8-10-65)—Amusing entry with angles for teens  
6605 MADAME X—D—100m.—(TC)—Lana Turner, John Forsythe, Ricardo Montalban—5378 (3-2-66)—Tear jerker is great for femmes  
6607 MAN COULD GET KILLED, A—CMD—99m.—(TC; PV)—James Garner, Melina Mercouri, Sandra Dee—5383 (3-16-66)—Top cast in romantic spy spoof—Filmed abroad  
6601 MOMENT TO MOMENT—D—108m.—(TC)—Jean Seberg, Honor Blackman, Sean Garrison—5370 (2-2-66)—Love story with involvements could attract femmes  
MUNSTER, GO HOME—C—96m.—(TC)—Fred Gwynne, Yvonne DeCarlo, Al Lewis—5415 (6-22-66)—Television based subject should find family and juvenile welcome in theatres  
OUT OF SIGHT—CMU—90m.—(TC, TS)—Jonathan Daly, Karen Jensen, John Lawrence, Rock 'N' Roll Groups—5401 (5-11-66)—Beach type rock 'n' roller for program  
6528 PINOCCHIO IN OUTER SPACE—CAR—71m.—(C)—Animated cartoon feature—5337 (10-20-65)—Well-made cartoon fun entry for Xmas release  
6603 RARE BREED, THE—D—97m.—(PV; TC)—James Stewart, Maureen O'Hara, Brian Keith—5371 (2-2-66)—Cows and romance mixture offers adequate entertainment  
TORN CURTAIN—MD—128m.—(TC)—Paul Newman, Julie Andrews—5426 (7-20-66)—Good Hitchcock thriller should be a winner  
6526 WAR LORD, THE—MD—123m.—(PV; TC)—Charlton Heston, Rosemary Forsythe, Richard Boone—5331 (10-6-65)—Charlton Heston rides, fights and loves again  
6602 WILD, WILD WINTER—CMU—80m.—(TC; TS)—Gary Clarke, Chris Noel—5364 (1-19-66)—Mild, mild entry for lower half

### COMING

BEARDLESS WARRIORS, THE—(C)—James Drury, Steve Carlson  
COUNTESS FROM HONG KONG, A—(TC)—Marlon Brando, Sophia Loren  
DEADLIER THAN THE MALE—(TC)—Richard Johnson, Elke Sommer  
FARENHEIT 451—(TC)—Julie Christie, Oskar Werner  
GAMBIT—(TC)—Shirley MacLaine, Michael Caine  
GUNFIGHT IN ABILENE—(TC)—Bobby Darin, Leslie Nielsen  
LET'S KILL UNCLE—(TC)—Nigel Green, Mary Badham  
PAD, THE—(TS; TC)—Brian Bedford, Julie Sommars  
SCANDAL, THE—(C)—Anthony Perkins, Yvonne Furneaux  
SOUTHWEST TO SONORA—(TS; TC)—Marlon Brando, John Saxon  
TEXAS ACROSS THE RIVER—(TC)—Dean Martin, Alain Delon, Rosemary Forsyth  
THOROUGHLY MODERN MILLIE—(TC)—Julie Andrews, James Fox  
TOBRUK—(TC)—Rock Hudson, George Peppard, Nigel Green

## WARNER BROS.

### DISTRIBUTED DURING THE PAST 12 MONTHS

555 BATTLE OF THE BULGE—D—140m.—(PV; TC) (Presented in Cinerama)—Henry Fonda, Robert Shaw, Robert Ryan—5359 (12-29-65)—War film has angles  
559 BIG HAND FOR THE LITTLE LADY, A—C—95m.—(TC)—Henry Fonda, Joanne Woodward, Jason Robards—5401 (5-11-66)—Highly entertaining comedy features virtuoso performances  
560 FINE MADNESS, A—CD—104m.—(TC)—Sean Connery, Joanne Woodward—5402 (5-11-66)—Free-wheeling farce will titillate mature audiences  
557 HARPER—MD—121m.—(PV; TV)—Paul Newman, Lauren Bacall, Janet Leigh—5374 (2-16-66)—Good private detective yarn  
556 INSIDE DAISY CLOVER—D—128m.—(PV; TC)—Natalie Wood, Christopher Plummer—5359 (12-29-65)—Inside view of a teen's star build-up in the 1930's is slightly sordid, but fascinating entertainment  
578 LA BOHEME—OPERA—108m.—(TC)—La Scala Opera Company—5337 (10-20-65)—Fine entry for opera fans and culture lovers—Filmed in Italy  
552 MARRIAGE ON THE ROCKS—C—109m.—(PV; TC)—Frank Sinatra, Deborah Kerr, Dean Martin—5327 (9-22-65)—Entertaining spoof on marital impasse has names  
479 MY FAIR LADY—MU—170m.—(PV70, TC)—Audrey Hepburn, Rex Harrison—5227 (11-4-64)—Highly Impressive entertainment headed right for the top  
554 NEVER TOO LATE—C—105m.—(PV; TC)—Paul Ford, Connie Stevens, Maureen O'Sullivan—5344 (11-3-65)—Amusing filmization  
551 MURIETA—W—106m.—(EC)—Jeffrey Hunter, Arthur Kennedy, Diana Lorys—5323 (9-1-65)—Okay adventurous hi-jinks in early California—Made in Spain  
579 OTHELLO—D—166m.—(PV; TC)—Laurence Olivier, Maggie Smith—5365 (1-19-66)—High rating version of Shakespeare classic English-made  
558 STOP THE WORLD—I WANT TO GET OFF—MU—98m.—(TC)—Tony Tanner, Millicent MartIn—5391 (4-13-66)—Filmed stage musical for selective audiences—English-made  
561 WHO'S AFRAID OF VIRGINIA WOOLF?—D—129m.—Elizabeth Taylor, Richard Burton—5420 (7-6-66)—Well-made, intriguing adult drama headed for top

### COMING

AMERICAN DREAM, AN—(TC, WS)—Stuart Whitman, Janet Leigh, Eleanor Parker  
ANY WEDNESDAY—(C)—Jane Fonda, Jason Robards  
CHAMBER OF HORRORS—(TC)—Patrick O'Neal, Suzy Parker  
COOL ONES, THE—(TC)—Roddy McDowall, Phil Harris, Mrs. Elva Miller  
COVENANT WITH DEATH, A—(C)—George Maharis, Laura Devon  
DEVIL IN LOVE, THE—Vittorio Gassman, Mickey Rooney, Claudine Auger  
DOUBLE MAN, THE—(TC)—Yul Brynner, Britt Ekland, Clive Revill  
HOTEL—(TC)—Rod Taylor, Catherine Spaak, Karl Malden  
KALEIDOSCOPE—(WS; C)—Warren Beatty, Susannah York—English-made  
NOT WITH MY WIFE, YOU DON'T—(PV; TC)—Tony Curtis, Virna Lisi  
TRIPLE CROSS—Christopher Plummer, Romy Schneider  
UP THE DOWN STAIRCASE—(TC)—Sandy Dennis, Eileen Heckart, Sorell Booke



## MISCELLANEOUS

**ALICE IN WONDERLAND IN PARIS**—52m.—(EC) Directed by Gene Deitch, produced by William L. Snyder—5371 (2-2-66)—Cute cartoon for kiddies—Childhood Productions  
**ALL MEN ARE APES**—CD—85m.—Stephanie De Passe, Mark Ryan—5354 (12-15-65)—Fair offering for sexploitation spots—Adelphia Pictures  
**CINERAMA'S RUSSIAN ADVENTURE**—DOC—162m.—(C)—Narration and introduction by Bing Crosby—5391 (4-13-66)—Documentary on Russia has much to offer—United Roadshow  
**DEATH WATCH**—D—88m.—Leonard Nimcy, Michael Forrest, Paul Mazursky—5427 (7-20-66)—Arty offering with limited appeal—Beverly Pictures  
**ENDLESS SUMMER, THE**—DOC—95m.—(C)—Produced and narrated by Bruce Brown—5420 (7-6-66)—Surfing entry for special audiences—Bruce Brown c/o AIT  
**FASTER, PUSSYCAT, KILL, KILL!**—MD—83m.—Tura Satana, Paul Trinko—5402 (5-11-66)—Unpleasant melodrama has exploitation possibilities—Eve  
**INTIMACY**—D—87m.—Jack Ging, Joan Blackman, Barry Sullivan—5427 (7-20-66)—Fair, off-beat drama for adults—Goldstone Film Ent.  
**KNOCKOUT**—DOC—42m.—Produced by William Clayton—5346 (11-17-65)—Good featurette for sports fans—Trans-Lux  
**LAS VEGAS HILLBILLIES**—CMU—90m.—(PC)—Ferlin Husky, Jane Mansfield, Mamie Van Doren—5402 (5-11-66)—Country music for family program—Woolner  
**MURDER IN MISSISSIPPI**—MD—84m.—Sheilla Britton, Derek Crane—5371 (2-2-66)—Amateurish production relates sensational aspects of civil rights struggle—Supreme  
**PILGRIMAGE FOR PEACE, A—POPE PAUL VI VISITS AMERICA**—DOC.—56m.—(TC)—Produced by Joesph L. Roberts—5427 (7-20-66)—Effective documentary—Roberts  
**PLAYGROUND, THE**—D—95m.—Rees Vaughn, Inger Stratton—5346 (11-17-65)—Off-beat experimental drama for arty set—Jerand  
**YEAR OF THE HORSE, THE**—D—58m.—(EC)—Gabriel Mason, Bradley Joe—5387 (3-30-66)—Okay entry for program or art spots—Meadow

## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ALPHAVILLE**—MD—100m.—Eddie Constantine, Anna Karina—5347 (11-17-65)—Way-out import for way-out art fans—French made; English titles—Pathe Contemporary  
**BALLAD OF LOVE, A**—D—45m.—Victoria Fyodorova—5378 (3-2-66)—Good Russian featurette—Russian-made; English titles—Artkino  
**BAND OF OUTSIDERS**—D—94m.—Anna Karina, Sami Frey—5386 (3-30-66)—Okay offering for art spots—French-made; English titles—Royal Films  
**BREMEN TOWN MUSICIANS, THE**—FAN—66m.—(C)—Narrated by Paul Tripp—5347 (11-17-65)—Cute kiddie entry—Filmed abroad; dubbed in English—Childhood  
**CARRY ON CLEO**—C—92m.—(C)—Amanda Barrie, Sidney James—5347 (11-17-65)—Cute comedy is natural for series fans—English-made  
**CAVE OF THE LIVING DEAD**—MD—87m.—Adrian Hoven, Karin Field—5420 (7-6-66)—Okay horror dualler—Foreign-made; dubbed in English—Trans-Lux  
**CLOPORTES**—D—102m.—(CS)—Lino Ventura, Charles Aznavour, Irina Demick—5402 (5-11-66)—Interesting import—French-made; English titles—Int. Classics  
**CLOUDS OVER ISRAEL**—D—85m.—Yiftach Spector, Dina Doronne—5420 (7-6-66)—Fair Israeli import—Filmed in Israel; English titles—Cornsweet Prod.  
**COAST OF SKELETONS**—MD—90m.—(TC; TS)—Richard Todd, Dale Robertson, Elga Andersen—5347 (11-17-65)—Good programmer—Filmed abroad—Seven Arts  
**DEAR JOHN**—D—115m.—Jarl Kulle, Christina Schollin—5383 (3-16-66)—Good entry for art spots—Swedish-made; English titles—Sigma III  
**ENGAGEMENT ITALIANO**—CD—85m.—Rossano Brazzi, Annie Girardot—5421 (7-6-66)—Attention holding import—Italian-made; English titles—Sedgeway  
**ENOUGH ROPE**—D—104m.—Gert Frobe, Marina Vlady, Robert Hossein—5403 (5-11-66)—Off-beat import for art spots—Filmed abroad; English titles—Artixio  
**EVENING WITH THE ROYAL BALLET, AN**—BAL—93m.—(TC)—Margot Fontayn, Rudolph Nureyev—5354 (12-15-65)—Four ballet selections for selected audiences—Filmed in Britain—Sigma III  
**FANTOMAS**—C—104m.—(CS; C)—Jean Marais, Mylene Demongeot—5395 (4-27-66)—Spoof of arch-criminal theme is uneven but at times entertaining—French-made; dubbed in English—Lopert  
**FATHER OF A SOLDIER**—D—83m.—Sergio Zakhariadze—5379 (3-2-66)—Effective import for art spots—Russian-made—English titles—Artkino  
**FRIEND OF THE FAMILY**—(CD)—95m.—(CS)—Jean Marais, Danielle Darrieux—5352 (12-1-65)—Import devotees should find this interesting—French-made; English title—International Classics  
**HANSEL AND GRETEL**—FAN—52m.—(C)—Narrated by Paul Tripp—5355 (12-15-65)—Famous fairy tale makes up well for children; Filmed abroad; dubbed in English—Childhood  
**HOW NOT TO ROB A DEPARTMENT STORE**—C—95m.—Jean-Claude Brialy, Marie Leforet—5365 (1-19-66)—Moderately amusing import—French-made; English titles—Artixio  
**JOHNNY NOBODY**—D—88m.—Nigel Patrick, Yvonne Mitchell, Aldo Ray—5355 (12-15-65)—Suspenseful, well-made import—Filmed in Ireland—Medallion  
**JULIET OF THE SPIRITS**—D—148m.—(TC)—Guilietta Masina, Marlo Pisu, Sandra Milo—5347 (11-17-65)—Impressive import—Italian-made; English titles—Rizzoli  
**LA FUGA**—D—92m.—Giovanna Ralli, Anouk Aimee—5379 (3-2-66)—Confusing import—Italian-made; English titles—International Classics  
**LOLLIPOP**—D—89m.—Vera Vianna, Jece Valadao—5383 (3-16-66)—Adult drama of "Lolita" type—Foreign-made; dubbed in English—Times  
**MALE COMPANION**—C—92m.—(DC)—Jean-Pierre Cassel, Catherine Deneuve—5365 (1-19-66)—Delightful, sophisticated comedy for adults—French-made; English titles—International Classics  
**MANDRACOLA**—CD—100m.—Rosanna Schiaffino, Phippe Leroy—5411 (6-8-66)—Strictly for the art set—Italian-made; English titles—Europix Consolidated  
**MERRY WIVES OF WINDSOR, THE**—OP—97m.—(TC)—Norman Foster, Colette Boky—5386 (3-30-66)—Pleasant operatic offering for special audiences—filmed abroad; English language—Sigma III  
**MORGAN**—C—97m.—David Warner, Vanessa Redgrave—5403 (5-11-66)—Ravings and actions of a mental case are not very funny—Cinema V—English-made  
**MOZAMBIQUE**—MD—98m.—(TC)—Steve Cochran, Hildegard Neff, Vici Bach—5366 (1-19-66)—Action program meller—Seven Arts—Filmed abroad  
**MYSTIFIERS, THE**—MD—115m.—Jean Rochefort, Michele Mercier—5427 (7-20-66)—Suspenseful crime meller—Franco-Italian co-production; dubbed in English—Goldstone Film Ent.  
**PUSSYCAT ALLEY**—D—99m.—Sylvia Syms, June Ritchie, Edward Judd—5366 (1-19-66)—Exploitable drama of modern young women in London—English-made—Goldstone  
**RAVAGERS, THE**—MD—79m.—John Saxon, Bronwyn Fitzsimmons—5366 (1-19-66)—Okay programmer—Filmed in the Philippines—Hemisphere  
**SANDRA**—D—100m.—Claudia Cardinale, Michael Craig—5375 (2-16-66)—Fair import—Royal Films Int.  
**SECRET AGENT SUPER DRAGON**—MD—95m.—(TC)—Ray Danton, Margaret Lee—5411 (6-8-66)—Colorful, interest-holding spy entry—Filmed abroad—United Screen Arts  
**SHOP ON MAIN STREET, THE**—D—128m.—Josef Kroner, Ida Kaminska—5375 (2-16-66)—Fine import for discriminating audiences—Czechoslovakian-made; English titles; Prominent  
**SHEPHERD GIRL, THE**—MUD—105m.—(EC; Shawscope)—Julie Yeh Feng—5355 (12-15-65)—Import has limited appeal—Made in China; English titles—Frank Lee Int. Films  
**SLEEPING BEAUTY, THE BALLET**—90m.—(TC)—Leningrad Kirov Ballet—5403 (5-11-66)—Ballet film fine entry for special presentation—Russian-made—Royal Films Int.  
**SLEEPING CAR MURDER, THE**—MD—90m.—Simone Signoret, Yves Montand—5371 (2-2-66)—Fairly interesting, import—French-made; English titles—Seven Arts  
**SUCKER, THE**—C—101m.—(C)—Bourvil, Louis de Funes—5421 (7-6-66)—Amusing import—French-made; English titles—Royal Films Int.  
**SWEDISH WEDDING NIGHT**—D—96m.—Jarle Kulle, Christina Schollin—5355 (12-15-65)—For adults in art spots—Swedish-made; English titles—Royal Films Int.  
**SWEET LIGHT IN A DARK ROOM**—D—93m.—Ivan Mistrik, Dana Smutna—5421 (7-6-66)—Interesting import—Czech-made; English titles—Promenade  
**TAKE IT ALL (A TOUT PRENDRE)**—D—99m.—Johanne, Claude Jutra—5421 (7-6-66)—Artistic jumble—Filmed in Canada; English titles and dialogue—Lopert  
**TEN LITTLE INDIANS**—MD—92m.—Hugh O'Brian, Shirley Eaton, Fabian—5366 (1-19-66)—Good murder mystery—Filmed abroad—Seven Arts  
**TOMB OF TORTURE**—MD—88m.—Annie Albert, Mark Marian—5421 (7-6-66)—Okay horror dualler—English-made; Trans-Lux  
**UP TO HIS EARS**—C—109m.—(EC)—Jean-Paul Belmondo, Ursula Andress—5423 (7-6-66)—Import is a bit on the "much" side—Filmed abroad; English titles—Lopert  
**WEIRD, WICKED WORLD**—DOC.—82m.—(TC)—A Marco Vicario production—5387 (3-30-66)—Okay adult novelty of "Mondo Cane" type—Italian-made; English narration—ABC Films  
**WIA (WOUNDED IN ACTION)**—D—87m.—Steve Marlo, Maura McGiveney—5387 (3-30-66)—Fairly interesting film about an Army hospital in action—Filmed in the Philippines—Myrlad  
**YOUNG WORLD, A**—D—83m.—Christine Delaroche, Nino Castelnuovo—5415 (6-22-66)—Fair import focusses on the uncertainties of youth—Filmed abroad; English titles—Lopert

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# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **CURRENT and COMING**

(This is a listing of all production numbers and release dates, as made available by the companies, accurate to time of publication. Additional information and other coming releases can be found in the body of the SERVICESECTION.)

## **Allied Artists**

6601 El Cid (Reissue) .....Feb.  
(Charlton Heston, Sophia Loren)  
6603 Lemonade Joe .....March  
(Karel Fiala)  
6605 Oh! Those Most Secret Agents .....April  
(Franco & Ciccio)  
6604 The Party's Over .....April  
(Oliver Reed, Louise Sorel)  
Moonwolf .....May  
(Carl Moehner)  
Disk-O-Tek Holiday .....June  
(Freddy & The Dreamers)  
Once Upon An Island .....June  
(Hans W. Petersen)

## **American-International**

6521 Queen Of Blood .....March  
(John Saxon)  
6522 Blood Bath .....March  
(William Campbell)  
6601 The Dirty Game .....March  
(Vittoria Gassman)  
6604 Ghost In The Invisible Bikini .....April  
(Tommy Kirk, Deborah Walley)  
La Dolce Vita (Reissue) .....April  
(Marcello Mastroianni, Anita Ekberg)  
It's a Sick, Sick World .....April  
(Narrated by Vincent Price)  
6603 The Great Spy Chase .....May  
(Bernard Blair)  
6602 What's Up Tiger Lilly? .....May  
(Woody Allen)  
Tarzan and The Valley Of Gold .....May  
(Mike Henry)  
The Girl Getters .....May  
(Oliver Reed, Jane Merrow)  
Frankenstein Conquers The World .....June  
(Nick Adams)  
Fireball 500 .....June  
(Frankie Avalon, Annette Funicello)

## **Buena Vista**

The Ugly Dachshund .....Feb.  
(Suzanne Pleshette, Dean Jones)  
Bullwhip Griffin .....April  
(Susanne Pleshette, Karl Malden)  
Mary Poppins (Reissue) .....June  
(Julie Andrews)  
Lt. Robin Crusoe, U.S.N. ....July  
(Dick Van Dyke, Nancy Kwan)

## **Columbia**

66019 The Chase .....Feb.  
(Marlon Brando, Jane Fonda)  
Life At The Top .....Feb.  
(Laurence Harvey, Jean Simmons)  
66022 The Silencers .....March  
(Dean Martin, Stella Stevens)  
66028 Born Free .....April  
(Bill Travers)  
Ride Beyond Vengeance .....April  
(Chuck Connors)  
66027 The Trouble With Angels .....April  
(Rosalind Russell, Hayley Mills)  
Mystery Of Thug Island .....May  
(Guy Madison, Peter Van Eyck)  
Brigand Of Kandahar .....May  
(Ronald Lewis)  
Guns Of Navarone (Reissue) .....May  
(Gregory Peck, David Niven, Anthony Quinn)  
Lost Command .....July  
(Anthony Quinn, Michele Morgan)

The Texican .....June  
(Audie Murphy)  
Three On A Couch .....June  
(Jerry Lewis, Janet Leigh)  
Traitor's Gate .....June  
(Gary Raymond)

## **Continental**

### **(Walter Reade-Sterling, Inc.)**

Contest Girl .....April  
(Janette Scott)  
Gulliver's Travels Beyond The Moon .....June  
(Feature Cartoon)  
McGuire, Go Home .....June  
(Dirk Bogarde)  
Gypsy Girl .....July  
(Hayley Mills)

## **Embassy**

The Oscar .....Feb.  
(Stephen Boyd, Elke Sommer)  
Billy The Kid VS Dracula .....April  
(Chuck Courtney)  
Jesse James Meets Frankenstein's  
Daughter .....April  
The Cat .....May  
(Peggy Ann Garner)  
The Trampers .....June  
(Gordon Scott)  
A Man Called Adam .....July  
(Sammy Davis, Jr.)  
A Place Called Glory .....July  
(Lex Barker)

## **MGM**

6612 The Money Trap .....Feb.  
(Glenn Ford, Rita Hayworth)  
6613 Made In Paris .....Feb.  
(Ann-Margret, Louis Jourdan)  
6616 A Patch Of Blue .....March  
(Sidney Poitier)  
6620 The Spy With My Face .....March  
(Robert Vaughn)  
6624 To Trap A Spy .....March  
(Robert Vaughn)  
6618 Hold On! .....April  
(Herman's Hermits)  
6619 North By Northwest (Reissue) .....April  
(Cary Grant)  
6617 The Singing Nun .....April  
(Debbie Reynolds)  
6607 The Alphabet Murders .....May  
(Tony Randall)  
6621 Son Of A Gunfighter .....May  
(Russ Tamblyn)  
6622 Tiko and The Shark .....May  
(All Tahitian Cast)  
6623 The Secret Seven .....May  
(Tony Russel)  
Around The World Under The Sea .....June  
(Lloyd Bridges, Shirley Eaton)  
Maya .....June  
(Clint Walker, Jay North)  
The Glass Bottom Boat .....July  
(Doris Day, Rod Taylor)

## **Paramount**

6520 Judith .....Feb.  
(Sophia Loren, Peter Finch)  
6523 Johnny Reno .....March  
(Dana Andrews, Jane Russell)  
6504 Promise Her Anything .....March  
(Warren Beatty, Leslie Caron)  
6525 The Naked Prey .....April  
(Cornel Wilde)  
R6524 The Ten Commandments—(Reissue) .....April  
(Charlton Heston)  
Last Of The Secret Agents .....May  
(Allen and Rossi)  
Night Of The Grizzly .....May  
(Clint Walker)  
R6535 Come Blow Your Horn—(Reissue) .....May  
(Frank Sinatra)  
R6536 All The Way (Reissue of "The Joker  
Is Wild" .....May  
(Frank Sinatra)  
R6537 One-Eyed Jacks (Reissue) .....May  
(Marlon Brando)  
Paradise—Hawaiian Style .....June  
(Elvis Presley)  
The Bellboy—(Reissue) .....June  
(Jerry Lewis)  
The Psychopath .....June  
(Patrick Wymark)  
Visit To A Small Planet—(Reissue) .....June  
(Jerry Lewis)  
Nevada Smith .....July  
(Steve McQueen, Suzanne Pleshette)

## **20th Century-Fox**

Those Magnificent Men In Their Flying  
Machines .....Feb.  
(Stuart Whitman, Sarah Miles)  
Dracula—Prince of Darkness .....March  
(Christopher Lee)  
The Plague Of The Zombies .....March  
(Andre Morell)  
The Flight Of The Phoenix .....April  
(James Stewart)  
Rasputin—The Mad Monk .....April  
(Christopher Lee)  
The Reptile .....April  
(Noel Willman)  
Weekend At Dunkirk .....May  
(Jean Paul Belmondo, Catherine Spaak)  
Stagecoach .....June  
(Ann-Margret, B. Cummings)  
Modesty Blaise .....July  
(Monica Vitti, Dirk Bogarde)

## **United Artists**

The Group .....March  
(Candice Bergen, James Broderick)  
Cast A Giant Shadow .....April  
(Kirk Douglas)  
A Thousand Clowns .....April  
(Jason Robards)  
Duel At Diablo .....May  
(James Garner, Sidney Poitier)  
Frankie and Johnny .....May  
(Elvis Presley)  
Boy Did I Get A Wrong Number .....June  
(Bob Hope)  
What Did You Do In The War Daddy?....July  
(James Coburn, Dick Shawn)

## **Universal**

Blindfold .....Jan.  
(Rock Hudson, Claudia Cardinale)  
6601 Moment To Moment .....Jan.  
(Jean Seberg, Honor Blackman)  
6602 Wild, Wild Winter .....Jan.  
(Jay and the Americans; etc.)  
6603 The Rare Breed .....Feb.  
(James Stewart)  
6604 Agent For H.A.R.M. ....Feb.  
(Wendell Corey)  
6605 Madame X .....March  
(Lana Turner)  
6606 The Boy Cried Murder .....March  
(Veronica Hurst, Phil Brown)  
6607 A Man Could Get Killed .....April  
(James Garner, Sandra Dee)  
6608 Johnny Tiger .....April  
(Robert Taylor)  
6609 The Ghost and Mr. Chicken .....May  
(Don Knotts)  
6610 Gunpoint .....May  
(Audie Murphy)  
And Now Miguel .....June  
(Guy Stockwell)  
Out Of Sight .....June  
(Jonathan Daly)  
Blindfold .....June  
(Rock Hudson, Claudia Cardinale)  
Munster, Go Home .....July  
(Fred Gwynne, Yvonne DeCarlo)  
Incident At Phantom Hill .....July  
(Robert Fuller, Joselyn Lane)  
Arabesque .....July  
(Gregory Peck, Sophia Loren)

## **Warners**

557 Harper .....Jan.  
(Paul Newman, Lauren Bacall)  
579 Othello .....Feb.  
(Laurence Olivier)  
558 Stop The World—I Want To Get Off ....May  
(Tony Tanner, Millicent Martin)  
A Big Hand For The Little Lady .....June  
(Henry Fonda, Joanne Woodward)  
Battle Of The Bulge .....July  
(Henry Fonda, Robert Ryan)  
A Fine Madness .....July  
(Sean Connery)



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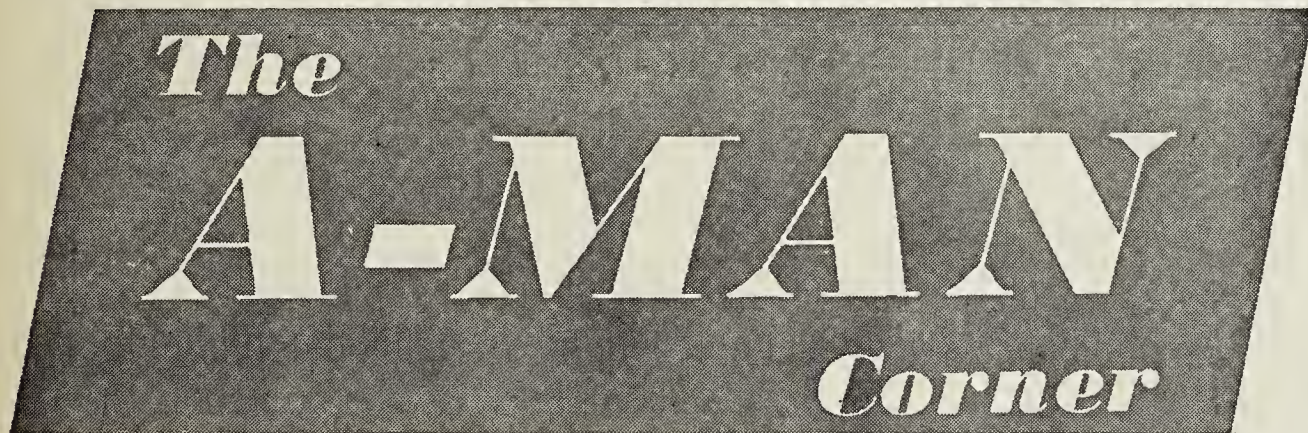
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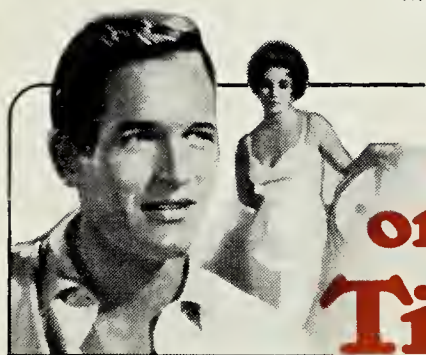
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MOTION PICTURE

# EXHIBITOR

IN THREE SECTIONS

VOLUME 75 NUMBER 26

AUGUST 3, 1966

20<sup>th</sup>  
Century-Fox  
Presents  
**fantastic  
voyage**





# The Trade Paper Read by Choice—Not by Chance

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Volume 75 • No. 26

August 3, 1966

Our 48th Year

## THE LOOK AHEAD

TWENTIETH CENTURY-FOX is a film company with a unique problem. The fact that it's the kind of problem any company would gladly tackle makes it no less challenging. Currently playing in hard ticket situations and creating as much excitement and boxoffice action as it did more than a year ago is the industry's all-time entertainment champion, "THE SOUND OF MUSIC."

The name of the game is pictures, and there are those who would say it has to be a downhill run after the fabulous success of "MUSIC." Don't tell that to the men in charge of 20th-Fox's destiny. While earning the right to glory in past triumphs, their eyes are on the future. Let's join them in this look ahead. Frankly, we like what we see, and we think exhibitors will like what 20th-Fox will be providing for theatre screens everywhere in the months ahead.

Nothing changes so often and with less warning than the public's entertainment tastes. More than one bloody industryite who was caught in the switch can attest to the truth of that statement. The company with fixed ideas is in the same boat as the individual with fixed ideas. The world (or the customers) soon pass him by. The only stamp on 20th-Fox's lineup of product, current and forthcoming, is the stamp of quality. In all other respects, variety of topic and theme is the key factor.

Consider the 20th-Fox features now in production or ready for the world's theatres. Joining "THE SOUND OF MUSIC" in the hard ticket field is "THE BLUE MAX," starring George Peppard, Ursula Andress, and James Mason. Critically acclaimed in its initial dates, the film combines spectacular aerial action and high adventure with dramatic personal conflicts. The result is a colorful film that can be appreciated by a wide audience on many different levels.

"MODESTY BLAISE" is dedicated to the latest entertainment craze, "high camp," described in the exuberant Fox campaign as "Op-Pop-Bop." Monica Vitti, Terence Stamp, and Dirk Bogarde cavort in an internationally flavored adventure designed to hit today's young adults where they live.

Shifting to the sophisticated, with the emphasis still on comedy, Fox is presenting Audrey Hepburn, Peter O'Toole, and Charles Boyer in William Wyler's "HOW TO STEAL A MILLION," deftly mixing romance and art for maximum entertainment impact. We often hear reference to the chemistry of a successful film, and the combination of Hepburn and O'Toole seems destined to strike the kind of sparks that could cause a real conflagration at the boxoffice.

After a highly successful roadshow career, "THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES" is playing off conventional engagements. Here's a proven laugh-getter that will brighten any marquee.

Movies are not made for laughs alone, of course. Also, as a wise man once observed, the more things change, the more they remain the same. Proof of that particular pudding is the strong bow of 20th-Fox's new "STAGECOACH." Here is western adventure presented by a power-packed cast. It took courage to remake this western classic, and initial results indicate that a whole new audience will make that gamble pay off in a big way.

In this issue, we are taking a close-up view at 20th-Fox's future. When it comes to the special treatment and top properties that make for successful roadshows, 20th-Fox has already made history. The team is not resting on past laurels, however. Coming in the fall is "THE BIBLE," Dino DeLaurentiis' massive production, directed with strength and sensitivity by John Huston. On a canvas so big only the motion picture medium could do it justice is painted this greatest of all stories, Genesis from the Creation to the saga of Abraham. Here is a film for the ages, destined to be experienced and enjoyed for years to come.

"FANTASTIC VOYAGE" is another feature that has generated tremendous excitement long before its first showing. It's an imaginative, totally different entertainment experience.

Paul Newman, one of the screen's hottest performers, heads west again in "HOMBRE." Newman seems to sparkle in films with one word titles beginning with "H." Consider "HUSTLER," "HUD" and "HARPER." Fox is betting that lightning will strike again via "HOMBRE."

With the release of "WAY, WAY OUT," it's laugh-time again with the screen's favorite clown, Jerry Lewis.

Which brings us to Christmas, and the release of another 20th-Fox roadshow, "THE SAND PEBBLES." Here is a fabulous best seller, an adventure tale that cried for filming. Fox has provided the property with all the color and scope that 70mm cameras, exotic locations, and star-power can furnish. At the helm is producer-director Robert Wise, who gave the world entertainment marvels like the Academy Award winning "SOUND OF MUSIC" and "WEST SIDE STORY."

Combine these exciting features with others on the way and you have the story of a film company on the move. Headed for theatres in the fall are "BATMAN," already dubbed the "Mary Poppins of Camp," and the great western classic, "SMOKY."

Currently in production are "IN LIKE FLINT," which producer Saul David ("VON RYAN'S EXPRESS" and the upcoming "FANTASTIC VOYAGE") and director Gordon Douglas are now shooting on location in Jamaica, and which marks the return of James Coburn in a role more exciting than the one he created in "OUR MAN FLINT"; the Stanley Donen production of "TWO FOR THE ROAD," which brings together for the first time the potent star combination of Audrey Hepburn and Albert Finney; the Doris Day starrer "CAPRICE," which co-stars Richard Harris and which producers Aaron Rosenberg and Martin Melcher are now shooting under Frank Tashlin's direction; and the major roadshow attraction "DOCTOR DO-LITTLE," topcasted by Rex Harrison. Samantha Eggar, and Anthony Newley, with screenplay and songs written by Leslie ("Stop The World, I Want To Get Off") Bricusse. This APJAC Production is being produced by Arthur P. Jacobs in Todd-AO and DeLuxe Color and directed by Richard Fleischer.

Yes, the Fox team, led by Darryl F. Zanuck, Seymour Poe, Richard Zanuck, and all the men in sales and advertising have earned the right to enjoy past triumphs. But their eyes are on the future, and we are happy to join them in "THE LOOK AHEAD."



Darryl F. Zanuck Personally Launches The Fantastic Campaign For

# fantastic voyage



I have just returned from the most fantastic voyage in my 36-year career in the motion picture industry.

To make a motion picture that crosses a new frontier may seem impossible today. Outer space, the depths of the sea, the bowels of the earth, the past, the future—all have been subjects for the camera.

Yet a film called **Fantastic Voyage** has broken through in an unsuspected direction to create an adventure of astonishing suspense and beauty. It has moved me, for the first time in my career, personally to endorse a motion picture in an advertisement.

In **Fantastic Voyage**, the imagination of Man and the magic of the camera are linked as never before, to offer stunning proof of my cherished belief that the motion picture medium is the most potent entertainment form ever devised—limitless in its power to go wherever the mind can reach, with credibility, emotional force and drama.

Darryl F. Zanuck  
President, 20th Century-Fox  
444 West 56th Street  
New York, New York 10019

WORLD PREMIERE — AUGUST 17 — GRAUMAN'S CHINESE THEATRE — LOS ANGELES





Raquel Welch in a fabulously authentic setting swims through the inner ear inside the living body of a man in a thrilling sequence from **FANTASTIC VOYAGE**.

William Redfield, Raquel Welch, Stephen Boyd, Arthur Kennedy, and Donald Pleasence pass through the sterilization corridor on their way to the miniaturization chamber.



Raquel Welch regulates power pack while surgeon Arthur Kennedy works frantically against crucial time limit to repair a human brain from inside the body with a ray laser beam.





**HEAD . . . FOR AUGUST**

**20th CENTURY-FOX**

# **Fantastic Voyage**



**World Premiere  
Grauman's Chinese Theatre  
Los Angeles, California  
August 17, 1966**

## **SYNOPSIS**

American agent Grant (STEPHEN BOYD) helps Czech scientist Jan Benes (JEAN DEL VAL) escape from behind the Iron Curtain. Benes suffers a brain injury when a last attempt is made on his life. CMDF (Combined Miniature Deterrent Forces) decides to repair the brain from within using a ruby laser. CMDF can shrink men and equipment to microbe size, but only for 60 minutes. The plan is to miniaturize the experimental submarine Proteus with its crew of scientists and doctors, inject them into Benes' bloodstream at the base of the neck, and hope they can make their way to the brain for the operation. The crew of the Proteus includes Dr. Duval (ARTHUR KENNEDY), brain surgeon; Cora Peterson (RAQUEL WELCH), his assistant; Dr. Michaels (DONALD PLEASENCE), navigator; Captain Bill Owen (WILLIAM REDFIELD), sub pilot; and Grant. Dr. Duval is suspected of being a traitor, but must go because of his special abilities. Proteus is injected into Benes' bloodstream. An unexpected fistula sends the sub out of control, and precious minutes are wasted. A decision is made to take a more direct path through the heart. There are 32 minutes left before the sub and its occupants will start to grow back to full size inside Benes' body. The Proteus is forced into the inner ear when they come upon a battle between bacteria and antibodies. With only six minutes left, Grant, Duval, and Cora, now in the brain, leave the sub in an attempt to clear the brain clot. They carry with them the laser, damaged earlier in the trip, which may or may not work. As the clock reaches Zero, the sub starts to grow. The saboteur shows his hand, and the scientists work desperately as the "Fantastic Voyage" comes to its unexpected conclusion.


## **CREDITS**

**Starring Stephen Boyd, Raquel Welch, Edmond O'Brien, Donald Pleasence, Arthur O'Connell, William Redfield, and Arthur Kennedy. Produced by Saul David. Directed by Richard Fleischer. A Cinemascope Picture. Color by De Luxe.**



## PRE-ESTIMATE

Intriguing science-fact and exciting science-fiction—this imaginative combination makes *FANTASTIC VOYAGE* an entertainment blockbuster with unlimited exploitation potential. The breathtaking adventure concerns “the exploration of man—inside the living body of man.” It’s a totally different concept and is destined to grasp the imagination of audiences at all age levels in a manner few films have been able to achieve. Produced at a cost of six and one-half million dollars, *FANTASTIC VOYAGE* will benefit from a power-packed campaign devised by the men at Fox to stimulate the widest possible want-to-see. The film has made headlines and stirred the imagination of both the lay and scientific community long before release. Add to that the presence of potent star names and the screen debut of Raquel Welch, acclaimed as a major find before her first film has been released, and *FANTASTIC VOYAGE* looms as one of the biggest grossers in a year of top-rated 20th-Fox pictures.




## ADVERTISING

“The eye of man is ever searching” and the merchandisers at Twentieth Century-Fox have effectively used the human eye as the key logo in their fantastic campaign for *FANTASTIC VOYAGE*.

The imagination necessary to produce this unique film has been matched by the ad men at Fox and enlivens the totally different campaigns to sell the public on a mass scale. Kicking off the campaign is Darryl F. Zanuck’s personal endorsement full-page ad (reproduced on page 3 of this issue) which is scheduled to be an integral part of the all-out sell.

Featured here are several ads and teasers that are being beamed through print media—newspapers, weekly supplements, national magazines, and poster and lobby displays—to reach people of all ages, a monumental coverage of prospective ticket buyers.



## PUBLICITY

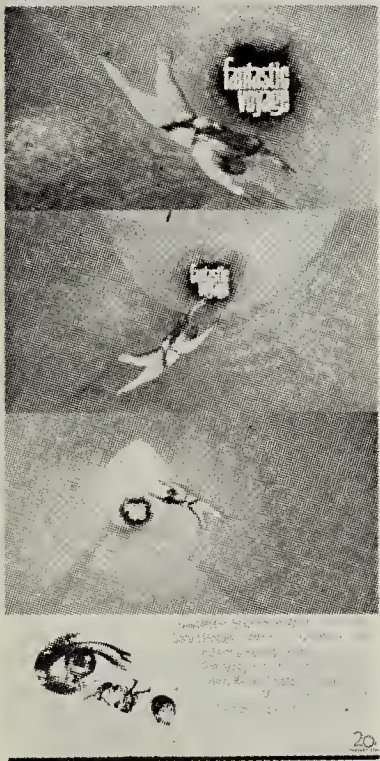
Raquel Welch is fast becoming one of the best known motion picture stars even before her first film is released. Editors are clamoring for articles, features, and covers for this new star.

Feature editors at magazines and newspapers also were quick to note the intriguing story line of *FANTASTIC VOYAGE* and have gone all out in coverage of the film. Serialization in the Saturday Evening Post; major breaks in Time, Esquire, Town; and featured breaks in science fiction, medical, and photographic publications with a total combined readership estimated at almost one hundred million has triggered the public interest.



# 20TH CENTURY-FOX FANTASTIC AD-PUB CAMPAIGN SELLS "FANTASTIC VOYAGE" IN ALL MEDIA TO ALL AGE GROUPS

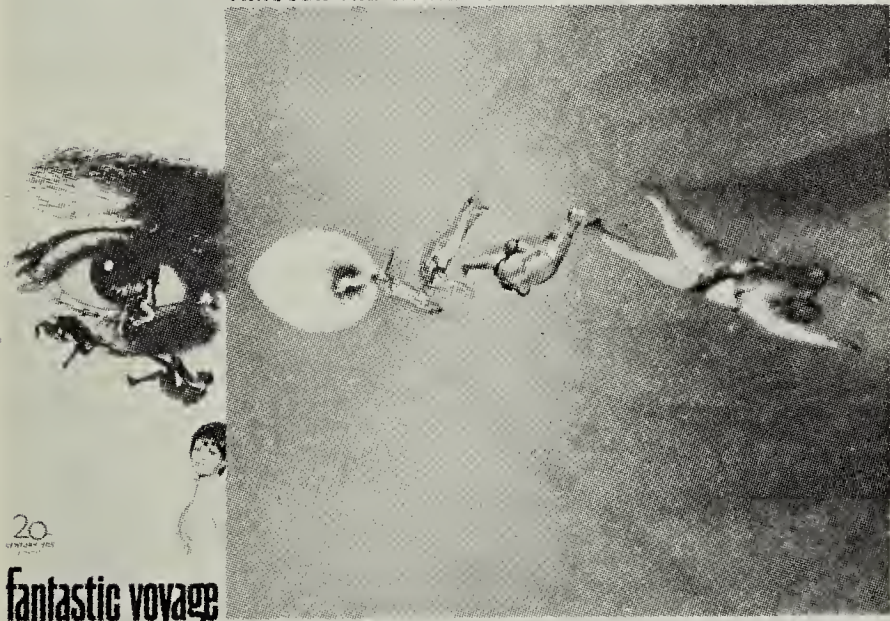
A FANTASTIC AND SPECTACULAR VOYAGE...  
THROUGH THE LIVING BODY...INTO THE BRAIN.



THE SCREEN'S MOST **fantastic voyage**  
BEGINS SOON!

**YOU'VE NEVER BEEN HERE BEFORE** **fantastic voyage**  
Coming soon from 20th Century Fox

A FANTASTIC AND SPECTACULAR VOYAGE...  
THROUGH THE LIVING BODY...INTO THE BRAIN.



**fantastic voyage**

STARRING: Stephen Boyd, Raquel Welch, Edmund O'Brien, Donald Pleasence, Arthur Kennedy, William Hopper, Arthur Kennedy, Produced by Saul Zaentz, Directed by Richard Fleischer, Screenplay by H. J. Winkler, Adaptation by David Duncan, Music by Leonard Rosenman, A Cinemascope Picture, Color by Dufour



Before the film reaches theatre screens, more than one hundred million readers will have been exposed to the dramatic story and stars of *FANTASTIC VOYAGE* through serialization, feature articles, front covers, etc., in leading magazines. The exciting novelization by Isaac Azimov will be featured as the August selection in Doubleday's Science Fiction Book Club. Bantam will publish an American paperback edition. In England, the hard cover edition will be published by Dobson Books, Ltd., and the paperback edition by Corgi. Italian serialization publication is by Epoca. There is great power in the printed word, and 20th-Fox is mustering that power behind *FANTASTIC VOYAGE*.

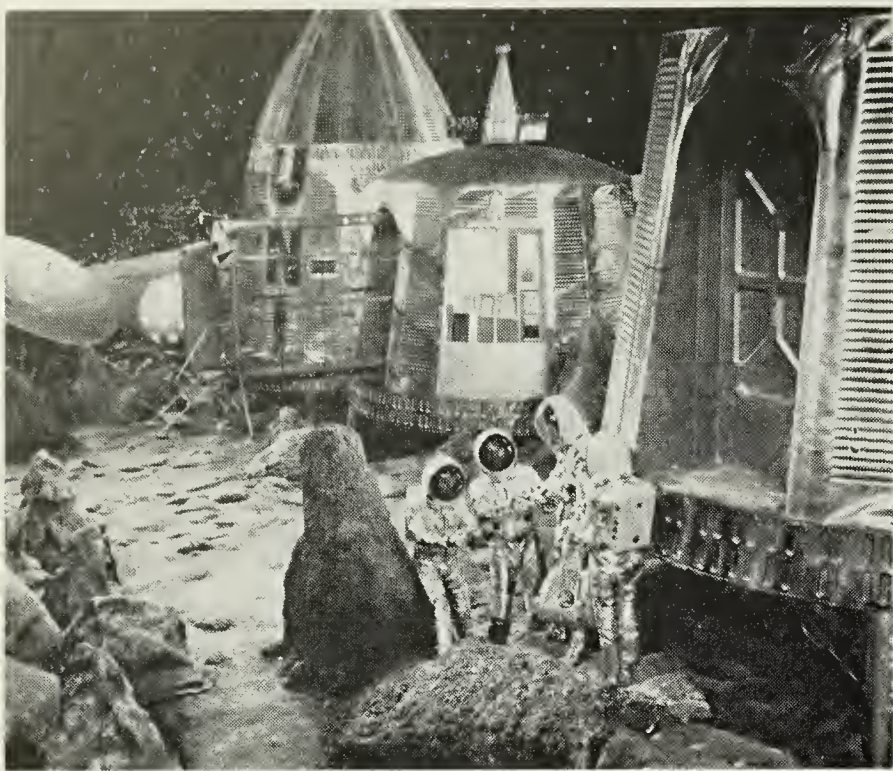
**TV COLOR TRAILERS**—Twentieth Century-Fox makes dramatic use of the human eye, key logo of the *FANTASTIC VOYAGE* campaign, to open their full color TV trailer. Narration traces the many places the motion picture camera has explored—the depths of the sea . . . the far reaches of outer space . . . the bowels of the earth—and NOW . . . the unexplored universe of the living body of man! Breath-taking impact is achieved with imaginative full color scenes from the film. (60 second and 20 second trailers are available.)

**RADIO**—Two radio spots (60 seconds) are available. One sells the provocative and intriguing aspect of the imaginative journey into the living body of man and is guaranteed to hold listeners. The second uses improvisational reactions to *FANTASTIC VOYAGE* after viewing the film. This fresh approach in motion picture radio spots captures the excitement inherent in *FANTASTIC VOYAGE* and translates it to "want-to-see."



20th CENTURY-FOX . . . **THE LOOK AHEAD**

**WAY . . . WAY**

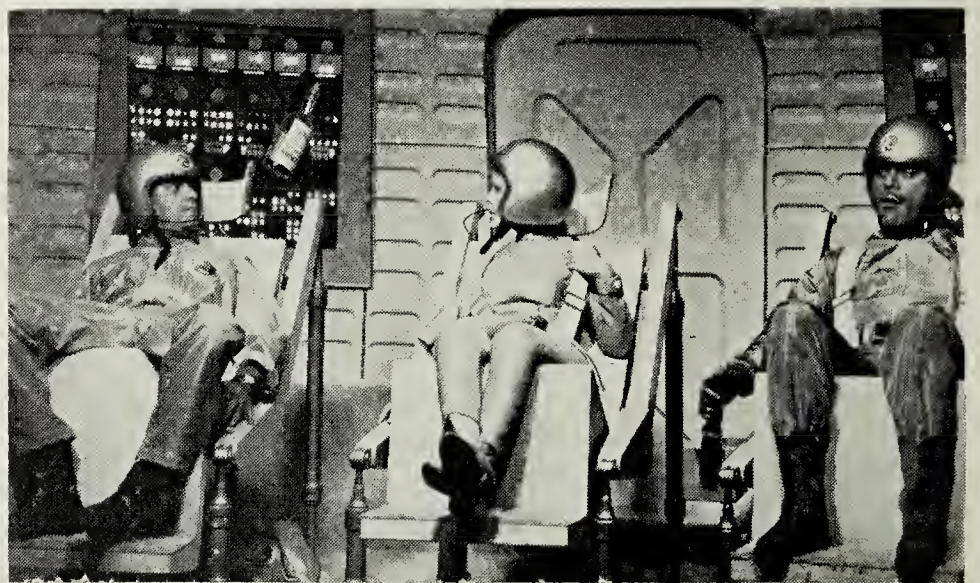


American astronauts Dennis Weaver and Howard Morris greet Jerry Lewis and his wife Connie Stevens, on their arrival on the moon.

The Russians have orbited luscious Anita Ekberg to welcome newly arrived astronauts Jerry Lewis and Connie Stevens.



Astronaut Jerry Lewis, plus bride Connie Stevens and pilot Alex D'Arcy, prepare to rocket off to the moon.



Alone on the moon for a year, U. S. astronauts Dennis Weaver and Howard Morris can't believe that Jerry Lewis has arrived to relieve them.





FOR **OCTOBER**

# OUT

## PRE-ESTIMATE

Selected as one of NATO's project pictures, WAY WAY OUT sends Jerry Lewis off to the moon, and the grosses should be way, way out of this world. The comedian's appeal with the youngsters is well known, but this tale of lunar lunacy should bring the adults flocking to theatres as well.

Jerry is ably assisted by beautiful Connie Stevens, funny man Dick Shawn, luscious Anita Ekberg, Robert Morley, Brian Keith, and Dennis Weaver and Howard Morris as Schmidlap and Hoffman, the astronauts. The space race is timely as today's headlines and furnishes a peg on which exhibitors can hang a potent exploitation campaign. Also, the angle of Americans and Russians living together on the moon gives the story an extra plus in today's market. This comedy seems destined to attract an even wider audience than usual for a Jerry Lewis film and could add up to a boxoffice take that is "way, way up."

IT ALL BEGAN IN 1989 WHEN AMERICA AND RUSSIA SENT MEN AND WOMEN TO LIVE ON THE MOON!

**JERRY LEWIS**  
**"WAY... WAY OUT"**

LOOK WHO WE SENT!  
Strong... Staunch... Clever...  
Daring... Handsome...  
Resurrected Jerry -  
And A Very Close Friend

LOOK WHO THEY SENT!  
Strong... Impetuous...  
Eager... Icy...  
And A Very Playful Playmate

WANT TELL YOU MEET SCHMIDLAP AND HOFFMAN - THE STRANDED ASTRONAUT TEAM WITH A SCREAMING CASE OF MOON MADNESS!

CONNIE STEVENS ROBERT MORLEY BRIAN KEITH  
DICK SHAWN ANITA EKBERG

## ADS ORBIT ZANY JERRY!

IT ALL BEGAN IN 1989 WHEN AMERICA AND RUSSIA SENT MEN AND WOMEN TO THE MOON!

**Jerry Lewis**  
**"Way Way Out"**

CONNIE STEVENS ROBERT MORLEY  
DICK SHAWN ANITA EKBERG

WANT TELL YOU MEET SCHMIDLAP AND HOFFMAN - THE STRANDED ASTRONAUT TEAM WITH A SCREAMING CASE OF MOON MADNESS!

BRIAN KEITH



20th CENTURY-FOX . . . **THE LO**

# HOM



Paul Newman, the white man raised as an Apache and unable to accept the white man's world, is "Hombre."

Captives Paul Newman and Diane Cilento are forced to accompany ruthless, arrogant Richard Boone.



To protect themselves from a raging gun battle, Margaret Blye, Fredric March, and Diane Cilento huddle beside the stagecoach.



Martin Balsam and Paul Newman plan their strategy while awaiting an outlaw attack.





HEAD . . . FOR NOVEMBER

RE

## PRE-ESTIMATE

Paul Newman and Martin Ritt are an explosive screen combination. They collaborated on *HUD*, acclaimed critically and at the boxoffice, and they are together again in 20th-Fox's *HOMBRE*, an outdoor adventure that bristles with action and dramatic incident. Newman, surrounded by a cast that includes Academy Award winners Fredric March and Martin Balsam, Diane Cilento, Janice Rule, Richard Boone, and Cameron Mitchell, again portrays the kind of character which has appealed to both sexes—hard, savage yet honest—that can best be described as “all man.” Newman is currently riding the crest of a wave of popularity that guarantees an eager following. In *HOMBRE* he has the role and the director to deliver what that audience wants. In 20th Century-Fox's diverse entertainment line-up, *HOMBRE* shapes up as a big winner. Combine the undeniable attractions of outdoor action and drama with the carefully planned advertising and publicity campaign, and you have the effective ingredients for boxoffice success.

## SYNOPSIS

Once Apache country, eastern Arizona in the 1880's now belongs to the white man. Most Apaches live in poverty although a few, called Mustangers catch and break wild horses to sell to the stageline. One of these is John Russell (PAUL NEWMAN), a white man carried off as a child and raised by the Apaches. He inherits a boarding house in Sweetmary and tells Jessie Benbow (DIANE CILENTO), a widow running the house, that he intends to trade it for a herd of horses. He does so and leaves on a stagecoach to Contention where he is to pick up the horses. Jessie also leaves on the same stagecoach, which is driven by MARTIN BALSAM. The other passengers include Dr. Alexander Favor (FREDRIC MARCH); Audra (JANICE RULE), his young wife; Braden (CAMERON MITCHELL), former sheriff of Sweetmary and Jessie's ex-lover; a young married couple, PETER LAZER and MARGARET BLYE; a soldier, LARRY WARD; and Cicero Grimes (RICHARD BOONE), an arrogant and deadly stranger. The stage is stopped by gunmen Lamarr Dean (DAVID CANARY) and Steven Early (JAMES WARD). Braden joins them along with a Mexican (FRANK SILVERA). Grimes is revealed as their leader. They take money that Favor has embezzled from the government and ride off with Audra as hostage. Russell, on their first encounter, manages to kill Dean and Braden and recover the money, which earns him the nickname “Hombre” (which means man) by the Mexican. Russell grudgingly takes charge of the group of passengers to lead them to safety, while Grimes and his men now pursue. A climactic showdown ends in violence.



## ADVERTISING

The 20th Century-Fox promotioneers have utilized stark ad art that compels attention, and hard, sharp copy in their forceful layouts for *HOMBRE*. The lines "*Hombre Means Man*" and "*Paul Newman Is Hombre*" should become public bywords. Paul Newman, one of the hottest boxoffice personalities in the entertainment field is, of course, the focal point of *HOMBRE* ads. The added support of the power-packed cast has not been overlooked. Stars of the calibre of Fredric March, Richard Boone, and Diane Cilento are prominently featured to attract their millions of followers. As this goes to press, Fox has scheduled a campaign of ads in print, broadcast media, and national magazines to reach the fans of "westerns" and Paul Newman admirers, whose numbers soar with each of his films.



## PUBLICITY

A barrage of publicity is set for always newsworthy Paul Newman. Interviews, feature stories, photo layouts in national magazines are scheduled for pre-release publication.

The publicity in print media is additionally powered by Academy Award winners Fredric March and Martin Balsam, television and movie star Richard Boone, Cameron Mitchell, Diane Cilento, and others of the strong *HOMBRE* cast. Talented director Martin Ritt will also provide considerable good copy for the all-media campaign.



## CAST

|                     |                  |
|---------------------|------------------|
| John Russell        | PAUL NEWMAN      |
| Dr. Alexander Favor | FREDRIC MARCH    |
| Cicero Grimes       | RICHARD BOONE    |
| Jessie Benbow       | DIANE CILENTO    |
| Audra Favor         | JANICE RULE      |
| Henry Mendez        | MARTIN BALSAM    |
| Frank Braden        | CAMERON MITCHELL |
| Doris Blake         | MARGARET BLYE    |
| Billy Lee Blake     | PETER LAZER      |
| Steven Early        | JAMES WARD       |
| Delgado             | VAL AVERY        |
| Mexican Bandit      | FRANK SILVERA    |
| Lamar Dean          | DAVID CANARY     |
| Soldier             | LARRY WARD       |

Produced by Martin Ritt and Irving Ravetch.  
Directed by Martin Ritt.

A 20th Century-Fox release in DeLuxe Color  
and Panavision.





**HOMBRE**  
MEANS MAN!

**PAUL  
NEWMAN** IS  
**HOMBRE**

*HOMBRE ads utilize stark  
art . . . bold, sharp copy  
. . . forceful layouts*

Proud. Primitive. Loner. He  
Doesn't Buy. He Doesn't Sell.  
Men Found That Out A Long  
Time Ago. Women Are Still  
Trying. He's All Kinds Of Hell—  
And One Strange Kind Of Hero.

**HOMBRE MEANS MAN!**

**PAUL NEWMAN**



**"HOMBRE"**

FREDRIC MARCH · RICHARD BOONE · DIANE CILENTO · CAMERON MITCHELL  
BARBARA RUSH · MARTIN BALSAM · MARTIN RITT · IRVING RAVETCH · HARRIET FRANK, JR. · ELMORE LEONARD  
SCREENPLAY BY · DIRECTED BY · CO-PRODUCED BY · CO-STARRING

## HOMBRE MEANS MAN!

Don't do him any favors.  
Don't tell him any sad stories. He's taking this ride alone.  
The men who try to stop him and the women who  
try to stay with him — they'll find out — he's all  
hombre...and he hurts hard!

**PAUL NEWMAN IS HOMBRE!**



20th CENTURY-FOX  
PRESENTS

**PAUL  
NEWMAN**  
+  
**FREDRIC  
MARCH**  
+  
**RICHARD  
BOONE**  
+  
**DIANE  
CILENTO**



in  
**HOMBRE**

**CAMERON MITCHELL · BARBARA RUSH · MARTIN BALSAM**  
CO-PRODUCED BY AND DIRECTED BY SCREENPLAY BY AND  
**MARTIN RITT · IRVING RAVETCH · MARTIN RITT · IRVING RAVETCH · HARRIET FRANK, JR.**

FROM A NOVEL BY **ELMORE LEONARD** PANAVISION [COLOR BY DeLUXE]



THE GARDEN OF EDEN • ADAM AND EVE • CAIN AND ABEL • NOAH AND THE ARK • THE TOWER OF BABEL • THE STORY OF ABRAHAM

20th Century-Fox Presents The  
THE DINO DE LAURENTIIS  
Production of

# THE BIBLE

...In The Beginning

Screenplay by CHRISTOPHER FRY

Produced by DINO DE LAURENTIIS

Directed by JOHN HUSTON

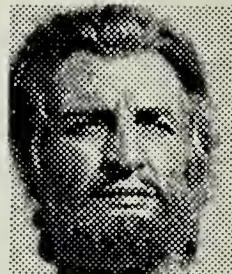
MUSICAL SCORE BY TOSHIRO MAYUZUMI

Original Soundtrack Album on 20th Century-Fox Records

*The cast in order of appearance:*

MICHAEL PARKS as Adam, ULLA BERGRYD as Eve, RICHARD HARRIS as Cain,  
JOHN HUSTON as Noah, STEPHEN BOYD as Nimrod,  
GEORGE C. SCOTT as Abraham, AVA GARDNER as Sarah, PETER O'TOOLE  
as The Three Angels, Zoe Sallis as Hagar, Gabriele Ferzetti as Lot,  
Eleonora Rossi Drago as Lot's wife, Produced in 70MM, Color by De Luxe

World Premiere Sept. 28 • Loew's State, New York



## 20th CENTURY-FOX ROADSHOW PRESENTATIONS ...

Richard McKenna's *THE SAND PEBBLES*—28 weeks on the New York Times best seller list, a winner of the \$10,000 Harper Prize Novel competition, serialization in the nation's top general readership magazine, *The Saturday Evening Post*—has been made into a big budget motion picture by Academy Award winning producer-director Robert Wise, who also made *WEST SIDE STORY* and the current fabulous success, *THE SOUND OF MUSIC*.

The unique story of adventure aboard a U.S. gunboat in China in 1926 stars top action favorite Steve McQueen, Richard Attenborough, Richard Crenna and Candice Bergen, who electrified filmgoers in her screen debut in "*THE GROUP*." Roadshow release is planned for winter of 1966.





# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A son, **Benjamin Morris**, was born to **Phyllis and William P. Bernstein**, Manlius, N.Y. Bernstein is executive vice-president of Cornell Theatres, Inc., Syracuse, N.Y.

**Mr. and Mrs. Robert Burke** announce the arrival of a second son, **Robert James**. Burke is a salesman for United Artists in the New York exchange.

**Mr. and Mrs. Kenneth A. Green** announce the birth of a second daughter, **Bryony**. He is publicity chief and a director of Carl Foreman's Open Road Films, Ltd., in London.

A daughter **Kim** was born in St. John's Hospital, Santa Monica, Cal., to **Mrs. Jim Peters**. The father is manager of Fine Arts Theatre, Beverly Hills, Cal.

**Irving Sochin**, Rizzoli Film Distributors vice-president and general sales manager, became a grandfather for the second time with the birth of **Karen Joy** to his daughter, **Mrs. Ron Greenwald**, of Milwaukee.

### Gold Bands

**Katherine Sarnelli**, staff secretary in the MGM publicity department, New York, was married to **David Michael** at St. Helen's Church in the Bronx.

### Obituaries

**Philip Duffy**, former motion picture salesman and upstate Pennsylvania exhibitor, died. Born in Parsons, he managed a theatre in Hazleton; the old Globe, South Scranton; and the West Side. He retired in 1962. He is survived by his wife, two sons, a brother, a sister, and four grandchildren.

**Barbara Feldman**, 21, daughter of the district manager of Redstone Theatres, Boston, was killed in an automobile accident in Canton, Mass.

**Mrs. John Golder**, wife of **John (Jam Handy) Golder** and formerly secretary of Hollywood Film Exchange, Philadelphia, died last fortnight after a lengthy illness.

**Nat Goldstone**, 62, a talent scout, died in Cedars of Lebanon Hospital, Los Angeles. He represented 300 actors, actresses, and writers in his 35 year career. He also was producer of the Broadway musical, "Bloomer Girl." He is survived by his wife.

**Leon A. Herman**, 65, salesman for Columbia Pictures in Buffalo, N.Y., died in St. Francis Hospital. He had been associated with the industry since 1923 and had been in the sales department of the Buffalo exchange for the past seven years. He was a brother of **Al Herman**, who was at one time manager of the Buffalo Warner Brothers' exchange. He was a charter member of the Albany Variety Club, Tent Seven.

**Morris A. Mechanic**, 61, veteran Baltimore, Md., exhibitor, died at his home of a heart attack. Long time owner and operator of Ford's Theatre, he retired in 1954, owning then at least four theatres.

**George Minter**, 55, managing director of Renown Film Productions and Distributors, London, died while visiting his doctor for a check-

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M. ON MON., AUG. 1

## "Fantastic Voyage" Joins Movie Month Releases

NEW YORK—Enthusied by the possibilities of National Movie Month and desiring to contribute to the importance of this all-industry event, 20th-Fox vice-president in charge of domestic sales Joseph M. Sugar has notified NATO president Marshall H. Fine and president-designate Sherrill C. Corwin that "Fantastic Voyage" will be placed into general release for National Movie Month on Sept. 28. This will be in addition to the previously announced National Movie Month release by Fox of Jerry Lewis and Connie Stevens in "Way . . . Way Out."

The line-up of special project pictures for National Movie Month is now as follows: (in alphabetical order) Columbia's "Alvarez Kelly" with William Holden and Richard Widmark; Fox's "Fantastic Voyage" with Stephen Boyd and Raquel Welch; Walt Disney's "The Fighting Prince Of Donegal" with Peter McEnery and Susan Hampshire; Continental Distributing's "Gypsy Girl" with Hayley Mills and Ian McShane; Warner Brothers' "Kaleidoscope" with Warren Beatty and Susannah York; United Artists' "Khartoum" with Charlton Heston and Laurence Olivier; Universal's "The Pad—And How To Use It" with Brian Bedford and Julie Sommars; Allied Artists' "Run For Your Wife" with Juliet Prowse and Rhonda Fleming; Paramount's "Seconds" with Rock Hudson and Salome Jens; and Fox's "Way . . . Way Out" with Jerry Lewis and Connie Stevens.

### NSS Handles Col. Aids

PHILADELPHIA—H. E. Weiner, Columbia Pictures branch manager, announced that effective with "Alvarez Kelly," National Screen Service will be taking over the handling of all Columbia teaser and television trailers, radio spots, and open-end interview records.

He stated that the change will make it much more convenient for customers to have all advertising aids come from one source.

up. He is survived by his widow.

**Thomas Murtha**, international representative of the IATSE, died at the Will Rogers Memorial Hospital, Saranac Lake, N.Y., following an illness of several months. For many years, he was business manager of Brooklyn Stage Employees Local No. 4, and at one time was president of the Central Trades and Labor Council of Greater New York. At the time of his death, he was also president of IATSE District 10, New York State.

**Louis Schlusell**, 89, former owner of the Mel, Melvindale, Mich., and the Farnum, Hamtramack, Mich., died in the Jewish Home for the Aged, Detroit. He retired eight years ago. He is survived by two sons and four daughters.

**Lou Singer**, 58, veteran Fox West Coast theatre manager, died at his home of a heart attack. At the time of his death he was manager of the Fox Carlos, San Carlos, Cal. He is survived by his wife and a daughter.



## BROADWAY GROSSES

### New Films Boost Take

NEW YORK—With the advent of some new product, the Broadway first runs continued to do well. The breakdown was as follows:

"HOW TO STEAL A MILLION" (20th-Fox). Radio City Music Hall, with usual stage show, did \$131,000 from Thursday through Sunday, with the third week heading toward \$221,000.

"TORN CURTAIN" (U). De Mille reported a fine opening week of \$60,000.

"ASSAULT ON A QUEEN" (Paramount). Loew's State also had a strong opening week of \$31,000.

"DR. ZHIVAGO" (MGM). Capitol stated the 32nd week was \$31,000.

"THE SOUND OF MUSIC" (20th-Fox). Rivoli continued strong with \$48,000 for the 74th week.

"THE RUSSIANS ARE COMING THE RUSSIANS ARE COMING" (UA). Astor reported \$18,000 for the 10th week.

"NEVADA SMITH" (Paramount). Victoria took in \$15,000 for the fifth and final week.

"WHO'S AFRAID OF VIRGINIA WOOLF?" (Warners). Criterion did \$72,000 on the sixth week.

"KHARTOUM" (UA). Warner Cinerama had \$39,000 for the third week.

### Levin Seeks Wider Look

NEW YORK—An order was issued by New York Supreme Court Justice Irwin D. Davidson asking MGM to show cause why accountants for Philip J. Levin, owner of about 10 per cent of the outstanding MGM stock, should not have the right to examine the company's production records in Culver City and London.

Levin's accountants have been going through the records in New York, but Levin now claims that some of the materials in New York are merely summaries, and that he would not have agreed to such a limitation to his examination had he known that the original records would not be available. He claims it is his right as a company director to inspect all necessary records.

Hearing on the show cause order will be held on Aug. 3.

### "Pawnbroker" Loses Its "C"

NEW YORK—The National Catholic Office for Motion Pictures has changed its classification of Ely Landau's "The Pawnbroker," from its original C (Condemned) rating to A3 (Morally Unobjectionable for Adults), in consideration of revisions made in the film treatment by American International Pictures, which has taken over general distribution of the motion picture. The Catholic Office stated that the change was made "because of the film's extraordinary value."



# NATO Plans Movie Month, Conclave

## Area Directors Named To Push October Drive; Chairman Tisch Names Top Convention Aides

NEW YORK—NATO president Marshall H. Fine and president-designate Sherrill C. Corwin have appointed key exhibitor leaders in each exchange center and in each state of the nation to serve as area directors of National Movie Month.

Fine and Corwin sent the following personal letter to each of the exhibitor leaders:

"We are asking you to serve as area director of National Movie Month and hope that you will serve NATO and the motion picture industry in this most important capacity. Please appoint a coordinating committee of the most important exhibitors in your area to work with you in assuring the local success of this vital project.

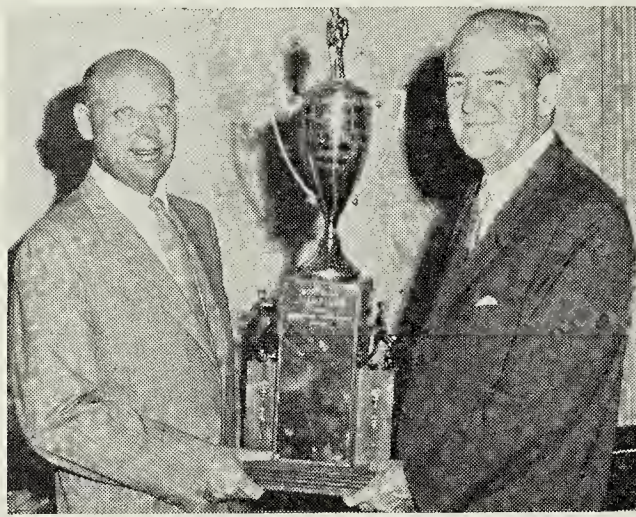
"As you know, National Movie Month has been set for October, with initial kick-off on Sept. 28 at the national convention. Purpose of National Movie Month is obvious: to continue the flow of boxoffice product after Labor Day and to continue the movie-going momentum built up during the summer. The film companies have cooperated by releasing major motion picture product during National Movie Month. Our job is to furnish the additional advertising, extra-effort promotion and creative showmanship. We must generate the enthusiasm and excitement to maintain the consistent business that we enjoy during the summer months.

"This is our big opportunity to prove that motion picture entertainment is a 52 week business—and we must not fail! Your stake in the success of National Movie Month cannot be over-emphasized. This must be an all-out effort by you and by every exhibitor.

"Detailed information and suggestions for promoting National Movie Month in your area will follow. Please send us the names and mailing addresses of your National Movie Month coordinating committee as soon as possible so that we can set up a communications network without delay."

The as yet incomplete list of area directors of National Movie Month includes (alphabetically by state):

Harry Matthew Curl, Birmingham, Alabama; George M. Aurelius, Phoenix, Arizona; J. T. Hitt, Bentonville, Arkansas; Jack Lowrey, Russellville, Arkansas; Robert W. Selig, Los Angeles, California; Roy Cooper, San Francisco, California; Lawrence A. Starsmore, Colorado Springs, Colorado; James M. Tottman, New Haven, Connecticut; Lloyd Wine-land, Washington, D. C.; Harvey Garland, Jacksonville, Florida; John H. Stembler, Atlanta, Georgia; Jack Clark, Chicago, Illinois; George G. Kerasotes, Springfield, Illinois; Richard T. Lochry, Indianapolis, Indiana; Roy H. Metcalfe, Cedar Rapids, Iowa; Glen W. Dickinson, Jr., Mission, Kansas; C. Elmer Nolte, Jr., Baltimore, Maryland; Douglas Con-nelle, Elkton, Maryland; Edward S. Redstone, Boston, Massachusetts; Alden W. Smith, De-troit, Michigan; Charles W. Winchell, Minne-apolis, Minnesota; T. G. Solomon, McComb, Mississippi; Edward B. Arthur, St. Louis, Mis-souri; Robert Conn, Kalispell, Montana; Irwin Dubinsky, Lincoln, Nebraska; Irving Dollinger, New Jersey; Bernard J. McKenna, Raton,



Showing off the Will Rogers Championship Trophy to be presented to the Motion Picture Softball League champion on Aug. 10 at Cantiague Park, Hicksville, L. I., are Norman Robbins, honorary president, Motion Picture Industry Softball League (left), and Ned E. Depinet, president, Will Rogers Hospital.

New Mexico; Bernard Myerson, New York City; Sidney J. Cohen, Buffalo, New York; Jimmie R. Bellows, Greensboro, North Carolina; Jack Haynes, Cincinnati, Ohio; Sam Schultz, Cleveland, Ohio; Albert Forman, Portland, Oregon; David E. Milgram, Philadelphia, Pennsylvania; George Stern, Pittsburgh, Pennsylvania; Woodie Sylvester, Weatherford, Oklahoma; M. A. Lightman, Jr., Memphis, Tennessee; John H. Rowley, Dallas, Texas; Ted Kirkmeyer, Salt Lake City, Utah; Jerome Gordon, Newport News, Virginia; Albert Aaron, Charleston, West Virginia; Joseph J. Rosenfield, Spokane, Washington; Edward E. Johnson, Milwaukee, Wisconsin.

General convention chairman Laurence A. Tisch has announced the convention committees for the first NATO national convention which will be held at the Americana Hotel in New York City on Sept. 28 to Oct. 1.

These executives, all headquartered in the New York metropolitan area, have agreed to serve with Tisch and convention co-chairmen Bernard Myerson and Arthur M. Tolchin. They include these members of the honorary convention committee:

Harry Brandt, Brandt Theatre Circuit; Max Cohen, Cinema Circuit Corporation; Russell Downing, Radio City Music Hall; Simon H. Fabian, Stanley-Warner Theatres; Leonard Goldenson, American Broadcasting Companies; Charles Moss, B. S. Moss Theatres; Marshall N. Naify, United Artists Theatre Circuit; Matthew Polon, RKO Theatres; Walter Reade, Jr., Walter Reade-Sterling, Inc.; Samuel Rosen, Stanley-Warner Theatres; Donald Rugoff, Rugoff Theatres; Leslie Schwartz, Century Theatres; Sol Straussberg, Interboro Circuit; Preston R. Tisch, Loew's Theatres, Inc.

Convention executive committee includes: Ted Arnow, Loew's Theatres, Inc.; Richard Brandt, Trans-Lux Corporation; Sam Clark, American Broadcasting Companies; Tom Crehan, RKO Theatres; Sidney Deneau, Rugoff Theatres; Irving Dollinger, Triangle Theatre Service; Ernest Emerling, Loew's Theatres, Inc.; Abe Fabian, Fabian Theatres; Edward L. Fabian, Fabian Theatres; Nat D. Fellman, Stanley-Warner Theatres; Al Florsheimer, Walter Reade-Sterling, Inc.; James Gould, Radio City Music Hall; Sheldon Gunsberg, Walter Reade-Sterling, Inc.; Philip F. Harling,

## Softball Fever Runs High For Will Rogers Game

NEW YORK—Norman Robbins, vice-president and general manager of National Screen Service and honorary president of the Motion Picture Industry Soft Ball League, announced a ticket sale "beyond fondest expectations" for the Aug. 10 First Annual Will Rogers Championship Game and Gala Night. The contest, between the industry's League team and CBS All-Stars will take place under the lights at Cantiague Park, Hicksville, Long Island. All proceeds go to the Will Rogers Hospital Fund.

Robbins urges quick action on the part of all who wish to go, since, while tickets are still available through the soft ball committees of the major companies, or by coordinator Seymour Kaplan at NSS, the 3000-seat stadium is fast selling out. Buses are provided for those who require transportation at modest extra charge.

"With tickets at only \$1 each," said Robbins, "and with such CBS stars as Phil Rizzuto, Jerry Coleman, Monte Irwin, Pat Somerall, Frank Gifford, and Jim Jensen on the field, and with such a gala accompanying program, it's no wonder the ticket sale is beyond our fondest expectations." The industry's league will be made up from aces of the Motion Picture League, players from Columbia, Embassy, Metro-Goldwyn-Mayer, National Screen Service, Paramount, United Artists, and Warner Brothers.

Aug. 10 will be "Will Rogers Day" at Cantiague Park, Hicksville, Long Island, by designation of the New York City Park Department. Entire families of ticket holders will make a day of it—picnicking, swimming, and otherwise enjoying the recreational facilities at the park. Preceding the leagues big game, beginning at 8:00 p.m. sharp, there will be a game by girls teams of the Broadway Show League, and gala field demonstrations.

## Steinmetz Exits Para.

NEW YORK—Paramount Pictures Corporation announced that Edwin S. Steinmetz resigned as a member of the company's board of directors. Steinmetz, vice-president and director of Consolidated Foods Corporation, was elected to Paramount's board at the company's annual meeting on June 7. Consolidated Foods and United Artists recently initiated moves leading to a merger, and Steinmetz was expected to exit Paramount.

Stanley-Warner Theatres; Salah M. Harranein, Skouras Theatres; Howard Herman, Allied Theatre Owners of New Jersey; Maurice J. Miller, Harry K. Hecht Theatres; Lawrence Morris, B. S. Morris Theatres; Martin H. Newman, Century Theatres; E. David Rosen, Fabian Theatres; Herman Schleier, Independent Theatre Owners Association; Wilbur Snaper, Triangle Theatre Service; Morton Sunshine, Independent Theatre Owners Association.

Noting that hundreds of convention registrations and hotel reservations have already been received, and that the volume of registrations and reservations is increasing daily, Tisch wryly stated, "Finding convention space and hotel rooms for procrastinators may prove to be our biggest problem."



## Court Ruling Favors Col. In Kans. Censor Struggle

TOPEKA, KANS.—Columbia Pictures' contention that the State Board of Review and Movie Censorship was unconstitutional has been upheld by the Kansas Supreme Court.

The decision is a result of an attempt by Columbia Pictures to distribute and show two of its films without first submitting them to the board. The films, "The Bedford Incident" and "Bunny Lake Is Missing," were not challenged as being obscene. At issue was the matter of censorship by the three-woman review board.

Columbia had argued that the state law creating the board was unconstitutional because it placed the burden of instituting judicial proceedings on the distributor or exhibitors, and not on the review board. In addition, no provisions were made for judicial review of any administrative censorship action, said Columbia.

The higher court ruling upheld a previous decision by Shawnee County District Court Judge Marion Beatty of Topeka, who ruled last April 26 that the board was unconstitutional.

## Middleton To WB Cosmetics

LOS ANGELES—Matthew Middleton, one of the cosmetics industry's leading marketing experts, will direct sales for Warner Bros. Cosmetics, Inc., new subsidiary of Warner Bros. Pictures. Jack L. Warner, president of Warner Bros. Pictures, reported that Middleton will be elected vice-president of marketing at a board meeting of Warner Bros. Cosmetics.

Middleton will work under the supervision of E. L. DePatie, vice-president of Warner Bros. Pictures and president of the Cosmetic Division.

## Two More For Loew's

NEW YORK—U. S. District Judge Edmund L. Palmieri has approved the acquisition of two new theatres for Loew's Theatres, Inc. A 1,600 seat theatre will be located in the huge Camden County Shopping Center, Cherry Hill Township, N. J., and the other a 1,200 seater in a shopping complex in the suburbs of New Orleans.

# O'Brien Predicts Rising Earnings For MGM Over Next Several Years

## San Antonio Exhibs Form New Theatre Association

SAN ANTONIO—The San Antonio Exhibitor Association has been formed here composed of local theatre owners and managers. The group will meet once each month to discuss mutual problems regarding theatres, personnel, operations, and general industry problems.

Presiding over the group is Gene T. Cole, city manager of Gulf State Theatres, until a regular slate of officers are elected.

Among the areas where the group will take a stand is on the Daylight Saving Time issue. They hope to defeat the use of Daylight Saving Time in Texas. Theatre operators feel that patrons will refuse to attend theatres when Daylight Saving Time is placed in effect, particularly in those situations where double or even triple features are shown.

The local group will also work closely with the local censor board and in other areas of mutual benefit to all theatre operators.

## Return Of "Dolce Vita"

LOS ANGELES—American International set Aug. 31 as national release date for the English dialogue version of the award winning Italian classic, "La Dolce Vita," starring Marcello Mastroianni and Anita Ekberg and directed by Federico Fellini. The film is being released uncut and in its entirety as shown in its original release.

AI has developed a fresh, new ad campaign concept, pressbook, and exploitation material directed away from the limited art house category and into larger and untapped marketable areas, according to American International heads James H. Nicholson and Samuel Z. Arkoff.

One virtually neglected distribution market, it was pointed out, was the nation's drive-ins, which had sparse bookings for the strictly Italian version of "La Dolce Vita."

SAN FRANCISCO—Robert H. O'Brien, president of Metro-Goldwyn-Mayer Inc., told the Security Analysts of San Francisco that rising earnings can be expected at MGM over the next several years.

He stressed that earnings are "considerably safer" because of the under-pinning from such activities as records, music, television production, and licensing of features to tv, all of which have shown an important upward trend in the past three years.

"These activities have been developed to a point where MGM would have substantial earnings even if production and distribution of theatrical features—the core of our operation—only broke even. But we expect to do far more than that," he declared.

"We expect 1966-67 to be an outstanding year and that 1967-68 will be one of the highest in MGM history," he said.

While he discussed successful release of "Doctor Zhivago" and other pictures, O'Brien devoted a large portion of his talk to making clear the valuable interplay between records, music and film production—each of which makes the other operations more valuable.

Popular music in a picture adds copyrights so necessary for the music company and provides release for the record company while records and music add valuable promotion to the picture in theatres and later on television.

In television licensing of features, O'Brien reported a 20 per cent increase from licensing this year over last and said similar increases are expected in each of the next two years until an eventual ceiling is reached at about 18 million a year.

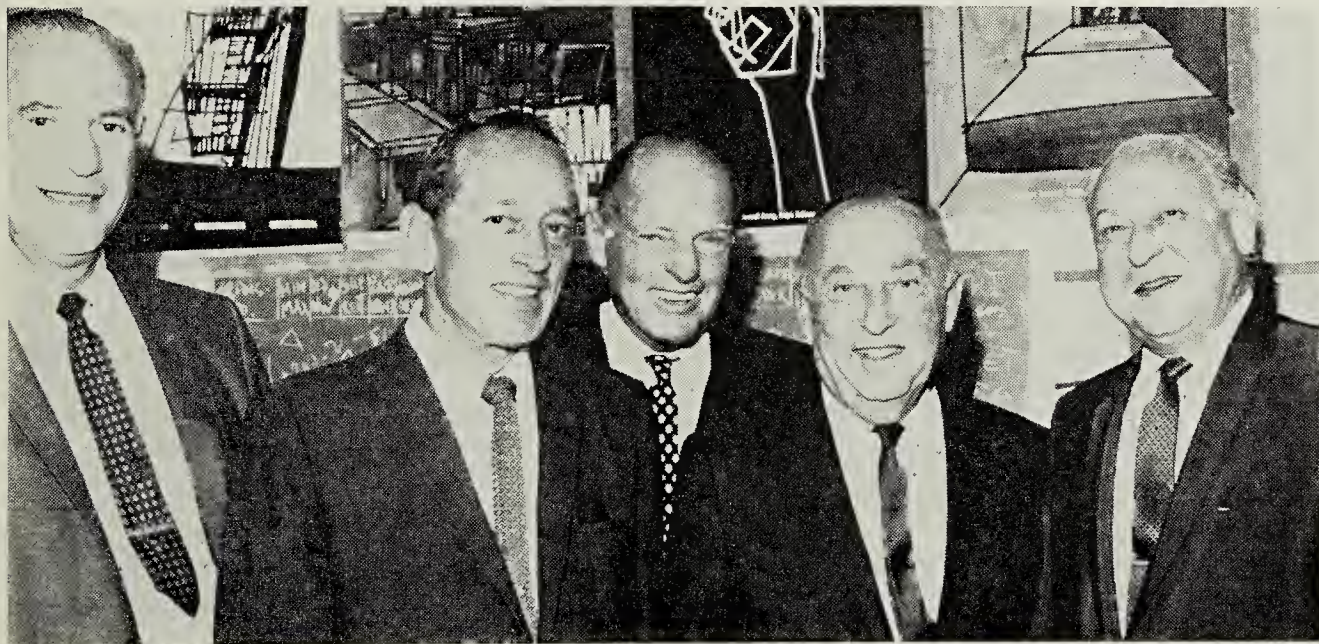
Production of new features has been increased so that films taken out of the library for tv licensing are released in almost equal amount to new productions. Thus the company maintains a reserve of some 125 to 150 unreleased features. Actually, there are 175 in the library now.

"In the light of the upward trend of earnings, the board of directors recently increased the dividend 25 per cent," O'Brien concluded. In answer to a question, he said MGM, which recently was authorized by stockholders vote to increase its shares and split the stock two-for-one, had no specific plans for acquisition or expansion. However, he cited the addition of Verve to MGM Records a few years ago as a kind of acquisition he felt was most valuable. It added volume to MGM's record manufacturing plant, in addition to the increase in artist, repertoire and direct record sales for the company.

## Jackter Pact Extended

NEW YORK—Columbia Pictures has announced that the company has extended the contract of Rube Jackter, vice-president. Jackter is serving as a general administrative executive dealing with all phases of company policy.

Before joining Columbia Pictures in 1924, Jackter served with the Jesse L. Lasky Feature Play Co., Goldwyn Pictures Corp., Fox Films Corp., and Universal Pictures. In 1933, Jackter was named assistant general sales manager of Columbia, and in 1957, he was appointed general sales manager. In 1958, he was made a vice-president of the company. He has been serving in his present capacity since January, 1966.



Producer Joe Pasternak, second from right, recently held a trade press conference at the New York MGM home office and discussed his forthcoming Elvis Presley starrer, "Spinout," and "Penelope," which is filming at the Culver City studios. MGM executives present included, left to right, Herman Ripps and Louis Formato, assistant general sales managers; Si Seadler, director of special projects; and Morris E. Lefko, vice-president and general sales manager.



# Nashville Theatre Manager Files \$50,000 Suit Against "Woof" Cop

MEMPHIS—"Who's Afraid of Virginia Woolf?" is having an uneventful run at Warner, excepting that publicity from the Nashville, Tenn., closing of the Crescent Cinerama for showing the film has brought added interest in "Woof." Warner Theatre management reports there have been "no complaints, no objections," and audience reaction has been most favorable. In Nashville, the police emptied a packed theatre and arrested the theatre manager on a charge of showing "indecent" films. The warrant for the arrest was signed by Sgt. Fred Cobb of the Metro Police Department, who said he was off duty and saw the movie with his wife.

"The movie is suggestive and vulgar and tries to belittle all that is good in our society," said Sgt. Cobb. "I felt as a police officer I should try to enforce the law. It was nothing personal. I just think it is a lot of trash that should be sent back to the west coast."

The judge dismissed the obscenity charges against theatre manager Lawrence Kerrigan. The charges were dismissed on a technicality that Cobb's warrant was brought under a code section dealing only with live performances.

The District Attorney General of Nashville refused to issue an injunction against showing the movie. He ruled: "I do not intend to make Nashville the scene of a second Dayton monkey trial."

Manager Kerrigan has brought a \$50,000 damage suit against Cobb. The action was brought by Kerrigan individually and not as manager of the theatre. Crescent Cinerama opened immediately after the charges were dismissed, and was greeted with about a hundred customers standing in line at the box-office.

## Nashville "Nonsense" Hit As Far Away As Albany

ALBANY—Continuing its harvest of publicity, "Who's Afraid of Virginia Woolf?" grabbed big space on the editorial page of The Knickerbocker News, through a commentary of managing editor Robert Fitchenberg on the campaign by Nashville Police Sgt. Fred Cobb to halt exhibition at the Crescent Theatre.

An outspoken foe of screen freedom infringement, Fitchenberg called Cobb's moves an example of "how ridiculous arbitrary censorship can get."

He added: "Sergeant Cobb is a deacon of his church and a Sunday school teacher. He knows what he likes and doesn't like, all right, all right. The other night, Sergeant Cobb went to a picture show in downtown Nashville and saw the new film, 'Who's Afraid of Virginia Woolf?' starring Richard Burton and Elizabeth Taylor. Cobb's sensibilities were bruised by what he saw and heard. He decided—all by himself—that this wasn't a fit movie for his neighbors to see. Why, sakes alive, there were cuss words spoken in the picture show, and, as Sergeant Cobb's critic's eye saw it, the film also made some fun of evangelism."

"So, the next night, good old sanctimonious Fred Cobb returned to the movie house, this time with a warrant. He arrested the manager under an old half-forgotten city ordinance banning profanity on the screen, confiscated one reel of the film (which he later took home), then mounted the stage to tell the 700 members of the audience what he had done



The Town, Walter Reade Theatre in Middletown, N.J., recently celebrated its first anniversary; and seen at a cake cutting ceremony were, left to right, Mary Varno, Belford, N.J.; Eleanor Cahill, Keyport, N.J.; manager Edward Batlan; and Mayor of Middletown Ernest G. Kavalek.

## Writers To U Seminar

NEW YORK—Three aspiring screen writers have been named to attend working seminars this summer at Universal City Studios, it has been announced by William Darrid, head of Universal's eastern story department.

The three selected are Barry Pritchard and Joel Friedman, both young professional playwrights; and Dick Sherman, a recent graduate of the Yale Drama School. They will be joined in the Seminar by James Rosenberg, an instructor in dramatic writing at Carnegie Institute of Technology, and Douglas Bankson, instructor in dramatic writing at the University of British Columbia.

Each young writer will observe and participate in all phases of feature and television production at the studio.

and why.

"It so happens that 'Who's Afraid?' which contains some rough talk in spots, has been previewed and approved by several reputable agencies, including the National Catholic Office of Motion Pictures."

Aside from these "considerations," Fitchenberg declared, "the day any individual, with a badge or not, can appoint himself a censor and decide what his neighbors can read or observe, solely on the basis of his own opinions, is the day when our liberties are diminished and endangered accordingly."

Unafraid of "Virginia Woolf," and "from the reactions in Nashville, neither are most Nashvillians," Fitchenberg is "afraid of the mischief that can be done by ignorant busybodies like Sergeant Cobb, who probably didn't know what the film was about."

At "last reports," concluded Fitchenberg, "good sense has prevailed in Nashville." A court "overruled Sergeant Cobb's nonsense," returned the confiscated film to the theatre, and "Who's Afraid of Virginia Woolf?" has been playing "to packed houses in Nashville ever since."

Fitchenberg's blast was fired a short time before the WB feature was to open at Stanley Warner Strand, Albany, and other area first-runs.

## Reade-Sterling Plans Corporate Name Change

NEW YORK—The board of directors of Walter Reade-Sterling, Inc., will ask the company's stockholders to approve a change of the company's name. The proposed new name is The Walter Reade Organization, Inc.

"The present name resulted from the 1962 merger of the Sterling Television Co., Inc. with Walter Reade, Inc. and was appropriate at that time," said Walter Reade, Jr., president. "Now, however, since the activities of the two companies are so completely merged into a single organization, there is no longer reason to continue the dual identification."

Now a fully integrated motion picture company, Walter Reade-Sterling, Inc., operates a coast to coast chain of motion picture theatres, distributes film to motion picture exhibitors, television and non-theatrical outlets, and participates in the production of feature films.

Reade also announced that the name of Walter Reade, Inc., the private company representing the holdings of the Reade family, will be changed to Mayfair Atlantic Corporation to avoid confusion with the public company.

## Now It's Sailor Sack

BOSTON—Ben Sack, president of Sack Theatres, has become a sailor. The exhibitor, who operates six showcase houses in downtown Boston and two in Fitchburg, has acquired the 90-foot luxury yacht the "Grey Mist," and sailed for New York last week to meet with film company executives and to look at new film product for his theatres.

Aboard were his general manager, Alan Friedberg, who accompanies the film magnate on his search for new film product. Sach got the yacht in the middle of the airline strike, and is sailing instead of flying. He broke in his new yacht with a press conference aboard for Alfred Hitchcock before the world premiere of "Torn Curtain" at the Music Hall. Sack said he plans to use the yacht for cruises to Manhattan and a cooling spot during the summer for incoming film producers and actors and actresses in for exploitation and press rounds.

## Bloss To Appeal Fine

GRAND RAPIDS, MICH.—Floyd Bloss, convicted recently of showing an obscene movie in a local theatre, was fined \$500 and assessed \$100 court costs in Kent County Circuit Court.

Bloss, whose home is in Hastings, Mich., also was placed on probation for a year by Judge Stuart Hoffius.

The sentencing climaxed a bitter court fight that began Feb. 8 with seizure by police vice squad officers of the film, "A Woman's Urge," at the Capri No. 1 Theatre here.

Bloss said he would appeal the fine and probation.

## Stevens Joins Tech.

HOLLYWOOD—Thomas L. Stevens has been named manager, advertising and sales promotion, for the commercial and educational division of Technicolor Corporation, it was announced by Robert Kreiman, vice-president and general manager. The division manufactures cartridge-loading 8mm and Super-8 motion picture projectors.



## Columbia Int. Awards Global Drive Prizes

NEW YORK—Marion Jordan, vice-president and foreign sales manager for Columbia Pictures International Corp., has announced that Jack Jackter, manager of Columbia's Argentina branch, has piloted his territory into the top winning spot in the company's recently completed "Hit the Top with Columbia in '66" international drive.

The executive noted the 1966 drive was "the most successful global drive in the history of Columbia International, with the company's foreign personnel again demonstrating their superiority in the merchandising and sales of films throughout the world."

Jordan also announced that Paulo Fucs, manager of the Brazil branch, has led his territory into first place in the world billings drive.

Additional winners of the billings drive, selected from the three global divisions, include Chile, winner for the Latin American division; New Zealand, leader of the Australasian-Far East division; and Norway, winning territory for the Continental-Near East division.

Four showmanship campaigns were selected as outstanding, and special prizes were awarded to the following publicity managers and their respective staffs: Shinichi Makamura, publicity manager in Japan, for his campaign for "Born Free"; Miss Maud Muller, publicity manager in Italy, for her campaign on "The Silencers"; Tony Malone, publicity manager in Australia, for his campaign on "Batman and Robin"; and Miss Ingeborg Dahl, publicity manager in Denmark, for her campaign for "The Silencers."

Although not part of the original drive plans, a special award has been given to Columbia International's West German branch for its exceptional salesmanship of the forthcoming James Bond adventure, "Casino Royale," which is currently nearing completion in London.

## AI, Daiei Deal Set

LOS ANGELES—American International has concluded a multiple picture agreement with Daiei of Japan for Far East distribution of AI product. First under the contract will be "Dr. Goldfoot and the Bikini Machine," it is announced by American International heads James H. Nicholson and Samuel Z. Arkoff.

# Md.-D.C.-Va. Combined Exhib Meet Draws Big Crowd To Virginia Beach

## 56 DeMille Shows Sold For "Hawaii" To January

NEW YORK—"Hawaii," starring Julie Andrews, Max von Sydow, and Richard Harris, has registered 56 completely sold out performances at the DeMille Theatre in a period beginning with its world premiere on Oct. 10 through the end of January, 1967.

The reserved-seat attraction, film version of the James A. Michener best-selling novel, will have its premiere at the DeMille for the benefit of the Will Rogers Hospital and O'Donnell Memorial Research Laboratories. A Hoolaulea Ball at the Americana Hotel will follow the film showing.

The day after the premiere, "Hawaii" will begin its regular schedule of performances as a roadshow attraction at the DeMille.

## New Post For Steinmann

NEW YORK—Herbert R. Steinmann has been elected first vice-president of The Landau/Unger Company, it was announced by Ely Landau, president.

Steinmann, who has been with the Landau/Unger organization since its inception, is a former member of the board of directors of WNTA. He also co-presented "The Pawnbroker" with Landau.

MGM International will distribute Landau/Unger's "The Pawnbroker" in Japan, Mexico, South America and South Africa, and "The Fool Killer" in Mexico, Latin America, The Philippines, Singapore and Hong Kong.

## SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 37½ cents per share on the common stock, payable Aug. 25 to stockholders of record Aug. 10.

VIRGINIA BEACH, VA.—Nearly 300 people registered for the first combined convention of the Maryland Theatre Owners Association, Metropolitan Theatre Owners of the District of Columbia, and Virginia Motion Picture Theatre Association at the Cavalier.

At the first business session, Richard H. Dilworth, vice-president of State-Planters Bank, Richmond, discussed the possibility of borrowing money from the banks for renovation of theatres, and Thomas Regan, Small Business Administration, Richmond, explained how the government could help small businesses such as theatres. Their presentations were followed by a theatre renovation discussion headed by Ted Schiller, J F Theatres, and Aaron Seidler, Grant Theatres, both of Baltimore.

The final business session highlighted a presentation of future product by nearly all of the major companies.

At the final banquet, a scroll was presented to Mrs. Bertha Gordon and her three sons, Leonard, Julian, and Jerome, for Gordon Enterprises, who are just starting their 50th year in motion picture exhibition in Newport News, Va. Douglas Connelley, president, Maryland Theatre Owners Association, was presented a plaque from the Maryland exhibitors as the outstanding exhibitor of Maryland for the year.

The Virginia delegation elected the following officers and board of directors: Jerome Gordon, Newport News, president; John Broumas, Silver Spring, Md.; Don Kelsey, Blacksburg; and Glenn Norris, Washington, vice-presidents; Water Lowry, Fredericksburg, treasurer; Leonard LeGum, Williamsburg, secretary; J. K. Crockett, Virginia Beach, sergeant-at-arms; and Carlton Duffus, Richmond, executive secretary.

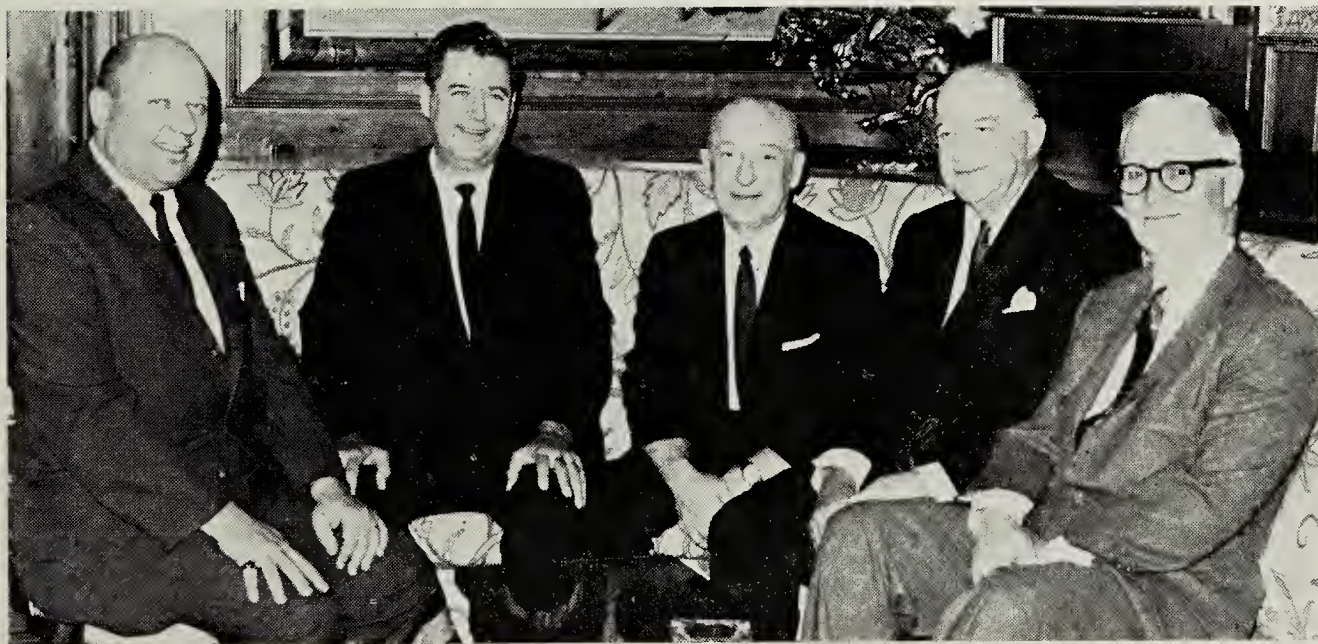
Directors are past presidents Sidney Bowden, Leonard Gordon, Seymour Hoffman, Syd Gates, Roy Richardson, T. I. Martin, and William Dalke, Jr.; First Congressional District: William Jasper and Jerome Gordon; Second Congressional District: Lee Hofheimer and Lou Bress; Third Congressional District: Dave Kamsky and E. Allen Brown; Fourth Congressional District: Hal Lyon and Roy Richardson; Fifth Congressional District: Rives Brown, Jr., and Walter Olsen; Sixth Congressional District: Jack Jackson and E. C. Creasy, Jr.; Seventh Congressional District: William Dalke, Jr.; Eighth Congressional District: Glenn Norris and Walter Lowry; Ninth Congressional District: William Mackenzie and Cecil Curtis; Tenth Congressional District: H. R. Martin and Woody Wise.

Directors at large are Phil Bress, John Broumas, Rodney Collier, J. K. Crockett, Harley Davidson, Dave Garvin, Jr., Don Kelsey, Leonard LeGum, William Lynch, and Paul Roth.

The first meeting together was such a success that the three units are considering a Bermuda cruise in April, 1967, for their annual combined convention.

## New Wineland Theatre

WASHINGTON—Wineland Theatres announce the awarding of contract for construction of the 1,000-seat Beltway 30 Theatre in Carrollton, Md. (Prince George's County), to the Port City Construction Company.



On behalf of Variety Clubs International, the Sir Billy Butlin Incentive Drive committee has been formed by a group of New York industry executives. From left to right are Burton Robbins, Jonas Rosenfield, Jr., Nat Nathanson, who will serve as chairman, S. H. Fabian, and Henry H. Martin.



# Watch it turn into every showman's dream

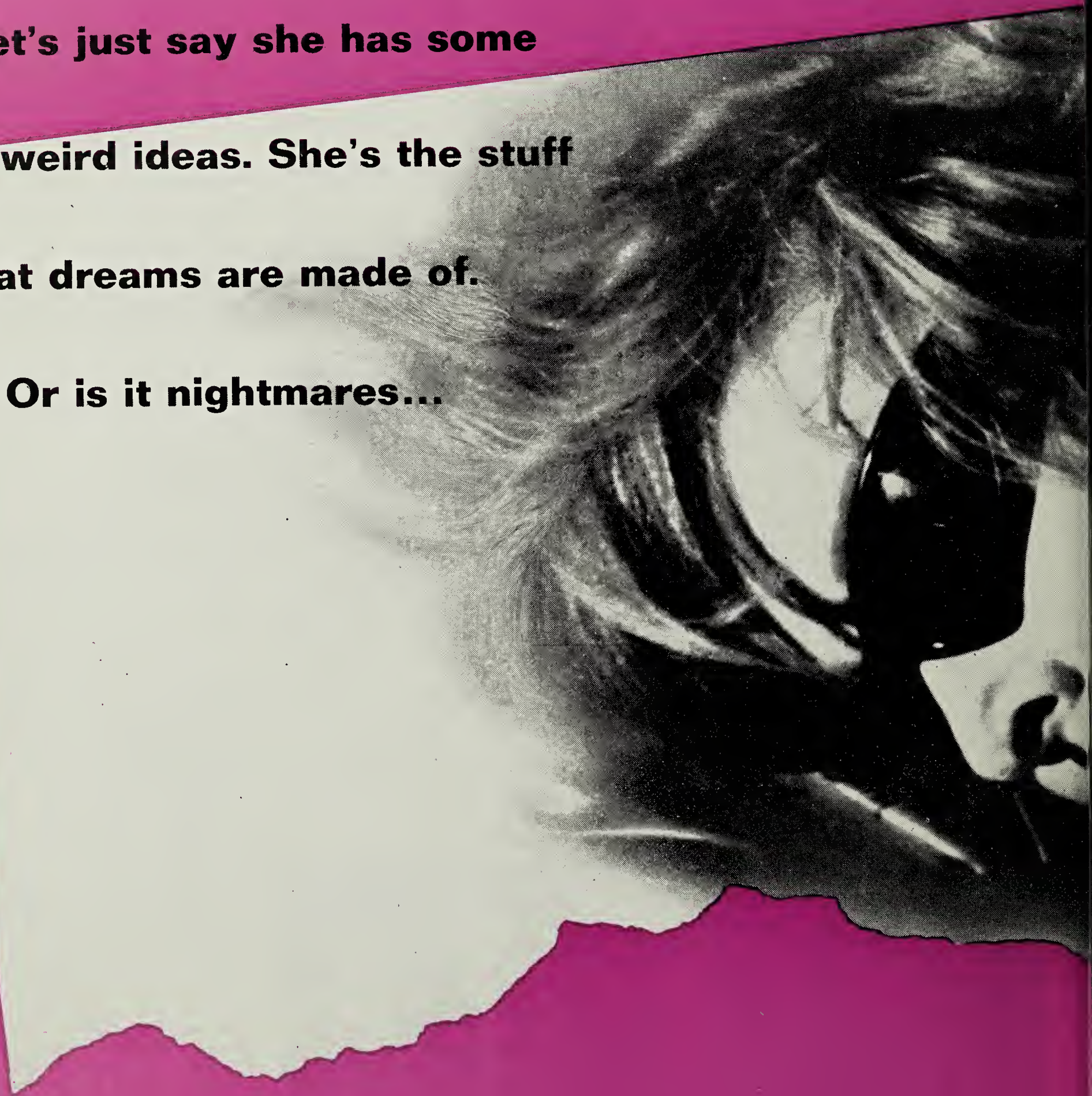
**This is young Mrs. Rojack.**

**Let's just say she has some**

**weird ideas. She's the stuff**

**that dreams are made of.**

**Or is it nightmares...**



CO-STARRING

**BARRY SULLIVAN • LLOYD NOLAN**

MURRAY HAMILTON • J. D. CANNON

SUSAN DENBERG • LES CRANE • WARREN STEVENS

and

**E**



inning August 26, Warner Theatre, Hollywood.

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NOR PARKER

as Johnny Mandel • Music: Based on a novel by NORMAN MAILER • Executive Producer WILLIAM CONRAD  
"Deborah" Screenplay by MANN RUBIN • Directed by ROBERT GIST From WARNER BROS.





# Strike-Ridden Providence Strand Reopens, But New Trouble Looms

PROVIDENCE, R. I.—The Strand, one of the very few independently-owned and operated motion picture houses in the state, and one of only four theatres remaining in active operation in downtown Providence, has for the second time in a month bumped into labor difficulties.

Late in June, the Washington street house was shuttered for two weeks "for employees' annual vacation" (something most unusual for this 50-year-old theatre). But, during that period of cessation of activities, an automatic furnace was being installed. This eliminated the jobs of four men, the size of a crew that had been employed ever since the house was opened.

When the announced reopening day arrived, the Strand remained in darkness as the local engineers' union called a strike. The situation was further complicated when members of the International Alliance of Motion Picture Operators and Stagehands refused to cross picket lines which had been set up.

The discharged engineers were furious over the fact that they were not granted severance pay or "sufficient notice of termination of service."

Stanley Shein, president of the National Realty Co., owners of the building housing the Strand, and operators of the theatre itself, "saw no reason why he should bargain with employees he did not need any longer" (regardless of years of service or seniority).

After several days of inoperation, a financial settlement was reached, and the Strand reopened.

Recently, the Strand went into darkness again when union projectionists went out on strike over a dispute relating to payments into the Blue Cross fund, a health-and-sickness plan which protects employees in practically every business in this state.

After several days, the Strand management finally announced they would reopen the theatre with non-union projectionists. Meanwhile, they charged that striking operators had "sabotaged" equipment in the projection booth, saying that "paper was placed behind fuses, projector lenses had been hidden, and plastic spoons were jammed into sound equipment." This was denied by the projectionists and their attorney.

Herbert F. Slater, head of the local union controlling the booth operators, was out of town attending a convention, and could not be reached for comment. After considerable negotiating, William J. Sheehan, attorney for the union, and the Strand management announced that agreement had been reached on a new four-year contract.

Sheehan indicated the new contract calls for a one-man booth. Projectionists will receive the same salary although they will work only a 20-hour week as compared to the previous 28-hour week. Further, increases of \$2.50 weekly are called for in the new contract, both in 1967 and 1968.

Projectionists will also receive three weeks' vacation in the second year of the contract.

Upon his return to Providence, Slater, head of the local union, was contacted relative to the new contract. It was known that the one-man booth has long been a bone of contention throughout this state and nearby Massachusetts; and even today, some situations are still being picketed where the one-

## Iran's First Film Fete Invites Children's Pix

NEW YORK—The Motion Picture Association of America has been advised by Dr. Khosro Khosrovani, Ambassador of Iran, that the first International Film Festival in Iran will be held in Teheran under the patronage of Her Imperial Majesty the Empress Farah from Oct. 31 to Nov. 10.

The Festival will be exclusively for children's films and under the joint sponsorship of the Iranian Society for the Mental Development of Children, and the Ministry of Arts and Culture.

## D-150 Denied Injunction

NEW YORK—Federal Judge Harold R. Tyler, Jr., denied the motion of D-150, Inc., United California Theatres affiliate, for a preliminary injunction against Dino De Laurentiis Cinematografica.

Counsel for D-150 argued that failure to show "The Bible" in the new process would result in "irreparable injury," but Judge Tyler said that "even in viewing the facts in a light most favorable" to D-150, "it can be seen that the requisite balancing of hardships does not tip in favor of the relief sought."

man booth is used, employing non-union operators.

Slater stated "he was not too familiar with the situation, having been out of town during the strike and the ensuing signing of the new contract, but would stand by the attorney's decision until he 'had time to call a committee meeting and thoroughly investigate the situation'."

It is this writer's opinion that the issue is far from settled, judging from the feelings of the majority of projectionists.

## Tech. Reports Income Dips For Six Months

HOLLYWOOD — Technicolor, Inc., announced it had earned from operations \$1,131,683, or 34 cents per share, for the first 26 weeks of this year. Net income for the second quarter ending June 25 was substantially reduced by \$2,115,231 write-off of inventory accumulated by the Marshall Burns Division which got into difficulties several months ago, and has since been reorganized.

During the second quarter of this year, the company sold to Messrs. Saland and Assael of New York for a price of \$2,125,000 cash the New York operating branch of the Consumer Photographic Division consisting of Pavelle, Town, and Rainbow businesses acquired since 1956. Since its inception, the New York branch of the Consumer Photographic Division operated generally at a loss. As a result of this sale, the company incurred a special charge of \$871,237 from the adjustment of intangible assets primarily related to the Pavelle purchase in 1956.

A new modern plant is being constructed in Costa Mesa, Calif., to accommodate the increasing cartridge projector sales of the Commercial and Educational Division. The Television Division is steadily increasing its volume of business. Domestic and international sales of the Motion Picture Division are appreciably higher.

Net sales for the 26 weeks were \$46,184,547, as compared to \$47,886,745 for the same period in 1965.

## Wasserman To MPAA Post

HOLLYWOOD—The Association of Motion Picture and Television Producers have elected Lew Wasserman, president of M.C.A., Inc., and Universal City Studios, as chairman of the board. Wasserman's election was announced by Jack Valenti, president of the association.

Wasserman, 52, until five years ago headed the world's largest talent agency, M.C.A. As the result of a Justice Department consent decree, the agency disposed of its talent arm and moved into motion picture and television production.

Wasserman replaces Y. Frank Freeman, chairman since 1947. Freeman was named honorary chairman for life.



Seen as they arrived recently at Cleveland's Hopkins Airport to attend the twin openings of Loew's new East and West Theatres were, left to right, Nat Fellman, Stanley Warner general manager; John Hughes, United Artists; Sam Diamond, 20th Century-Fox; "Miss West"; Bud Edele, Embassy; "Miss East"; Harry Perse, Capitol Motion Picture Supply Company; airline stewardess; Preston Robert Tisch, Loew's; Joseph Sugar, 20th Century-Fox; Dick Dickerson and Larry Lapidus, Loew's.



## IA Convention Speakers Discuss Industry Problems

DETROIT—Richard F. Walsh, president of the IATSE, presented a 2½ hour report to the convention here. He suggested that local unions will have to carry a heavy responsibility in regards to jurisdiction. Whenever cooperation is lacking, the international union will step in and see that failures will not impede progress.

Walsh reviewed the local union situations throughout the country. He noted that 238 of 352 hardtops built in 1965 are in shopping centers. He recommended safety inspections in booths; strong support for the Will Rogers Hospital; and for the Department of Justice to modify antitrust decrees, permitting circuits to invest in new shopping center theatres.

He urged action against the arrest of projectionists running allegedly obscene films. He noted the number of projectionists arrested, causing harassment and embarrassment to the families of the men.

He called for locals to organize the exhibition of films for passengers at airports, in addition to enforcing inflight contracts.

Walsh announced the next convention would be at the Municipal Auditorium in Kansas City, opening July 15, 1968.

Integrity and farsightedness of Walsh were hailed by Association of Motion Picture and Television Producers vice-president Charles Boren as "principal cause for 25 years of labor peace in Hollywood."

Labor Secretary Willard Wirtz, scheduled to speak, was detained in Washington by the airline negotiations.

Resolutions approved by the convention include one supporting Congressman Cecil King's bill to require on-screen labelling of a picture's origin. Delegates also rejected, after vigorous discussion, proposal from certain Hollywood delegates that "one man, one vote" principle should apply to IA convention representation in a way which would wipe out representation for scores of smaller locals.

All incumbent IA officers were reelected to two year terms without opposition except eighth vice-president Roy R. Ruben, Local 199, Detroit. Ruben was opposed by Local 812 member, also Detroit, James Schulkey, who placed his own name in nomination because of his belief that younger men should become IA officers. Roy Ruben won the vote by an almost unanimous ballot.

Merle Chamberlin, supervisor of post-production activities, M-G-M, sketched such technological advances as new in-flight projectors which will show four feature films before requiring further servicing. Chamberlin evoked applause with the statement that 90 per cent of blame for bad prints and bad projection practices rests with exhibitors.

## N.Y. Plaza To Rugoff

NEW YORK—The Plaza Theatre, located on 58th street between Madison and Park avenues, has been acquired by the Rugoff theatre chain, it was announced by Donald S. Rugoff, president.

The Plaza, originally a carriage house belonging to the Vanderbilt family, was acquired and converted into a 510-seat motion picture theatre in 1929.

In 1964, the Plaza was sold to Ilya Lopert who, with Jules Dassin, held the theatre until it was acquired by the Rugoff chain. The Plaza was one of the first theatres to install a wide screen (back in 1929). It also was one of the first theatres to serve tea in the lounge in the afternoon, and coffee in the evening.

# Full House Seen For Convention Of N.J.-N.Y. Allied At Concord



In connection with the recent premiere of Universal's "Torn Curtain"—his 50th film—Alfred Hitchcock cut the 50 layer cake in the lobby of the Music Hall, Boston. Patrons and spectators were given pieces of the cake in specially designed golden anniversary boxes.

## FWC Sues Para., Syfy Charges Unfair Bidding

LOS ANGELES—Fox West Coast Theatres Corporation, operator of the Fox Parkside, San Francisco, is filing suit for an injunction and treble damages in the United States District Court in Los Angeles, alleging that Paramount Film Distributing Corporation, together with Raymond Syfy, Syfy Enterprises, Inc., and numerous other Syfy controlled corporations, and various co-conspirators, have enjoined and conspired to injure and destroy the Fox Parkside.

In addition to treble damages, the suit seeks an order enjoining Paramount from licensing the feature motion picture "Alfie" to Syfy's Cinema 21 Theatre in San Francisco, and requiring Paramount to offer "Alfie" on a fair and competitive bidding basis to all interested exhibitors in the San Francisco area. The suit alleges that previous bidding induced on "Alfie" was sham and collusion, and that Paramount unlawfully awarded the picture to the Syfy Theatre.

Fox West Coast Theatres Corporation is represented by Harry B. Swerdlow of Swerdlow, Glikbarg & Shimer of Beverly Hills, Calif.

## Jewison To Film "Landlord"

HOLLYWOOD — Producer-director Norman Jewison announced that through his independent production company, Norman Jewison Productions, he has acquired the motion picture rights to "The Landlord," a contemporary novel by Negro authoress Kristin Hunter, which was recently published by Charles Scribner's Sons.

Property deals with machinations of a wealthy young playboy who purchases a New York apartment building completely occupied by Negro tenants.

Next on the director's schedule is "Heat of the Night," a Norman Jewison-Walter Mirisch production which he will put before the cameras on location in Sikeston, Mo., Sept. 15, starring Sidney Poitier.

No production or release deal has been set for "The Landlord."

BUFFALO—Reservations have passed the allotment for the annual combined convention of the Allied Theatres Owners of New York, Inc., and N. J. Allied unit, Aug. 8-11 at the Concord, Kiamesha Lake, N. Y., and all those who still want to make reservations must now do so through Sidney J. Cohen, president of N. Y. Allied, or Howard Herman, N. J. Allied head. Attendance of over 800 now is assured, declares Cohen.

"Cocktail parties now are arranged for every evening of the big conclave," said Cohen, "starting the opening Sunday of the Hospitality Room in the Athenian Room of the Concord by National Screen Service, which will be open for the duration of the meeting, according to announcement by Burton Robbins, National Screen.

"Hi" Martin, general sales manager of Universal Pictures, announces that his company will stage a cocktail party Monday evening of the pow-wow, just ahead of the screening for the first time anywhere of a new U production in color.

Robert O'Brien, president of Metro-Goldwyn-Mayer, will host a cocktail party Tuesday evening in honor of Morris E. Lefko, vice-president and general manager of MGM, who has been named "Man of the Year" by both Allied bodies, and Richard F. Walsh, IATSE, who also will be honored by Allied.

Wednesday evening, Ray Parker, general manager of the Concord, will host cocktails before the big banquet of the combined Allied bodies. The annual golf tournament will be held Wednesday morning, Aug. 10, on the Concord course. All industryites, as well as guests at the Concord are eligible to participate in the tournament.

## Rubine To Tors Post

NEW YORK—George Rubine has been appointed east coast publicity director for Ivan Tors Films, Inc., it is announced by Ivan Tors, president.

The son of the late Irving Rubine, who was publicity and advertising head for a number of film companies, George Rubine has been a member of United Artists' New York publicity staff for the past three years. Prior to this, he was with Columbia and Dino DeLaurentis.

Initial promotional concentration will be on the three releasing films, "Around the World Under the Sea," "Birds Do It," and "Namu, the Killer Whale," with Rubine acting as liaison for the Tors organization with eastern publicity offices of the distributing companies, Metro-Goldwyn-Mayer, Columbia, and United Artists.

## Carreras Plans U.S. Visit

LONDON—While in the United States for the mid-winter meeting of the Variety Clubs International executive officers in New York on Oct. 1-2, international chief barker Jim Carreras will visit six tents: New York (Sept. 24), Omaha (Sept. 26), Minneapolis (Sept. 27), St. Louis (Sept. 28), Indianapolis and Milwaukee (Sept. 29). On Oct. 5, he will be in Mexico City to confer with officials of the Variety Club of Mexico on arrangements for the 1967 convention on May 16-19.



# New England Exhibs To Hear Fine At Convention In New Hampshire

BOSTON—Marshall H. Fine, president of NATO, will address the 35th annual regional convention of Theatre Owners of New England, Edward S. Redstone, TONE president, announced. He said that Charles E. McCarthy, executive vice-president of COMPO, will also be one of the featured speakers at the convention, which will be combined with the northeast conference of the National Association of Concessionaires (NAC), Aug. 29-31 at Mt. Washington Hotel, Bretton Woods, N. H.

Carl Goldman, executive secretary and legislative counsel, said that reservations for this year's convention have surpassed all previous years and that more than 200 are expected to attend the three day convention. A special air conditioned bus for film people from Boston who can only spend the day at the convention will be run from Film Row on Wednesday, Aug. 31, leaving in the morning and returning late at night.

Elaborate plans are being made for this 35th annual regional convention, and it marks the first time the convention has gone this far north into the New Hampshire White Mountain area. Previously, with the exception of a convention in Connecticut some years ago, all the conventions have traditionally been held in the Cape Cod area.

Top film executives will address the convention, and more speakers will be announced at a later date. It is expected that one of the most famous producers in the country will address the gathering. The NAC will have a roster of top speakers on concessions and an outstanding program of panel discussions. The TONE convention will also feature panel discussions on a variety of subjects.

## Donohue Goes Indie

NEW YORK—Motion picture and television director Jack Donohue has finalized arrangements for the formation of Jack Donohue Productions, independent film company. Donohue, who directed Frank Sinatra's most recent films—"Marriage on the Rocks" and "Assault on A Queen"—will concentrate primarily on the filming of motion picture properties, but occasionally will sidetrack into special television projects.

On tap as initial production is "The Republic of Mickey Two Feathers," based on an original story by Donohue. Also on the production boards are two properties which are under discussion with Bob Hope and Dean Martin.

## AA Promotes Mitchusson

NEW YORK—Promotion of Haywood H. Mitchusson from Chicago branch manager to central district manager of Allied Artists is announced by Nat Nathanson, vice president and general sales manager. Mitchusson's territory will include Detroit, Cleveland, Milwaukee, Indianapolis, and Chicago, where he will continue to make his headquarters.

Mitchusson has served as Chicago branch manager since last September. Before that, he headed the AA Indianapolis branch for one year. He has also been associated with Paramount, DCA, RKO, and Universal.



Richard A. Smith, president, General Cinema Corporation, third from left, recently celebrated his 20th year in the motion picture industry with a cake cutting in the company's Boston home office. Pictured with Smith are, left to right, Melvin R. Wintman, executive vice-president; Edward E. Lane, treasurer; and Samuel Seletsky, vice-president.

## Roach Sues MGM, Youngson For Breach Of Contract

NEW YORK—Hal E. Roach, Sr., brought a \$1,780,000 damage suit in New York Supreme Court against MGM, Robert Youngson Productions, Inc., and Robert Youngson charging breach of contract.

The suit charges that the defendants collected and assembled segments of Laurel and Hardy comedies and Hal Roach pictures on which he had allegedly been granted sole credit rights as producer, and used them in two films, "Laurel and Hardy's Laughing 20's" and "The Big Parade Of Comedy."

Roach claims that the films he made were distributed by MGM from 1925 to 1940 and that within the past two years, MGM and Youngson collected these comedies and distributed and exhibited them without giving him credit as producer, and that MGM should have known of the arrangements made in 1925.

Roach asks for \$500,000 for the lack of billing on each of the pictures and also asks \$250,000 for each picture because of his charge that the footage as used "destroyed and injured the artistic merit" of his work.

Also asked is \$30,000 for "services" and \$250,000 for an alleged breach of employment contract under which, Roach claims, he was to produce a picture for MGM in England on which he charges failure to complete the terms of the agreement.

## Fox Extends David Pact

HOLLYWOOD—Saul David's producer contract at 20th Century-Fox has been replaced by an exclusive long-term arrangement between the company and Saul David Productions, Inc., it was announced by Richard D. Zanuck, vice-president in charge of production.

The initial production under the terms of the contract is "In Like Flint," sequel to "Our Man Flint." Scheduled to follow are "Tom Swift" and "The Constantine Crown." Subsequent projects are presently in the discussion stage.

## Seminar Maps Paramount "Paris Burning" Campaign

PARIS—A highly successful two-day marketing and merchandising seminar on "Is Paris Burning?" was concluded here by Paramount advertising and publicity executives from the United States, Great Britain, and nine European countries.

Resulting in the exchange of many new ideas that will be incorporated into the global promotional campaign for the fall roadshow premieres of "Is Paris Burning?," the workshop meetings were directed by Joseph Friedman, Paramount vice-president and director of advertising and public relations, together with Guenter Schack, advertising-publicity director of Paramount International; John Nelson-Sullivan, continental advertising-publicity director; and Hy Hollinger, director of special projects.

Participating in the meetings were Gerry Lewis and Leslie Pound, Great Britain; Lindsey Jones and Odette Ferry, France; Vieri Niccoli and Mario Natale, Italy; Werner Rochau, Germany; Jaime Arias, Spain; Michel Drachoussoff, Belgium; Jan Van Leeuwen, Holland; Hans Menasse, Austria; Edward Weckerle, Switzerland; and Walter Fuchs, Sweden.

Immediately following conclusion of the seminar, Friedman, Schack, and Hollinger left Paris for London, where they were to confer on "Funeral in Berlin" and other forthcoming releases before returning to New York.

## Cinema Lodge To Fete Levin

NEW YORK—New York's Cinema Lodge of B'nai B'rith will pay tribute to its past president Jack H. Levin at a special industry luncheon to be held at the Hotel Warwick on Thursday, Oct. 20 to mark his 50th anniversary in the motion picture industry, it was announced by Norman Robbins, president of the Lodge.

Charles Boasberg, vice-president and general sales manager of Paramount, will serve as general chairman of the luncheon, and Si Seadler, MGM, will serve as arrangements chairman. Levin has been a member of the executive committee of Cinema Lodge for more than 20 years.

## Glen Alden Earnings Up

NEW YORK—Glen Alden Corporation reported income for the six months ended June 30 of \$3,217,000, or 67 cents per share on 4,809,731 shares outstanding, with sales and revenues of \$27,186,000.

For the first six months of 1965, the corporation reported earnings of \$2,713,000 or 56 cents per share, after a special item charge of \$334,000. The 1965 figures included operations of Glen Alden's anthracite coal division which was disposed of at the end of 1965. Excluding the coal division, the earnings during the first six months of 1965 were \$1,008,000.

Glen Alden's present operations consist of RKO Theatres, Swift Manufacturing Company, Opp and Micolos Cotton Mills.

## AI Ad Dept. Expands

HOLLYWOOD—American International announced expansion of its home office advertising-exploitation department under the direction of Milton Moritz, national director of publicity and advertising, with the addition of a shipping section.



## "Modesty Blaise" Showcase Gets Exploitation Push

NEW YORK—"Modesty Blaise," 20th-Century-Fox's "op-pop-bop" thriller, will have 23 individual premieres throughout the New York metropolitan area when it opens its showcase engagement Aug. 10, it was announced by Jonas Rosenfield, Jr., vice-president and director of advertising, publicity, and exploitation, at the "Modesty Blaise" seminar held for 35 New York exhibitors in the home office.

Rosenfield stated that 20th-Fox would supply the resources and make available all necessary promotion tools so that each showcase exhibitor can repeat the aggressive exploitation campaigns, aimed at today's youth audiences, which produced spectacular results in such situations as the Woods Theatre, Chicago; Majestic, Dallas; Century and Buffalo Drive-In, Buffalo; and numerous other engagements throughout the domestic and international market.

Howard Newman, publicity director, and Adrian Awan, exploitation manager, discussed the dynamics of a "Modesty Blaise" premiere, complete with fashion shows, dance contests, tie-ins with local merchants, and the Decal Contest, in which patrons will be invited to compete for prizes by appearing at the premiere with designs painted on their bodies. The wildest designs, as selected by a group of judges, will be the winners.

Ira Teller, advertising manager, outlined the wide-reaching advertising campaign, and showed all campaign materials such as lobby posters, subway displays and newspaper ads. He also screened tv trailers, played radio spot commercials, and screened the special 20th-Fox package of three theatre teaser trailers, which Teller urged the exhibitors to start showing as soon as possible.

Following the meeting and luncheon, the exhibitors were armed with special "Modesty Blaise" kits, which summarized all aspects of advertising, publicity and exploitation on the film, and included the 20th-Fox soundtrack album, three singles of the theme, and the Signet paperback.

## Disney Net Profit Up

BURBANK, CALIF.—Roy O. Disney, president of Walt Disney Productions, announced that the consolidated net profit of Walt Disney Productions and its domestic subsidiaries for the nine months to July 2 was \$8,168,000, equal to \$4.19 per share on the 1,950,443 common shares outstanding, which compares with the similar period last year of \$7,042,000, equal to \$3.79 per share on the 1,860,709 common shares then outstanding.

The third quarter net was \$3,666,000, or \$1.87 per share, as compared with \$2,906,000, or \$1.56 per share, for the third quarter last year.

## Famous Players Ups Newman

WINNIPEG, CANADA—Famous Players Canadian Corporation, Ltd., announced the appointment of Eddie Newman, manager, Capitol, Winnipeg, to a newly created position of assistant supervisor of their western district. Newman's 30 years experience with the company well qualifies him for the additional responsibilities resulting from increased activity and contemplated expansion in the entertainment field.

Hilliard Gunn, for the past 14 years manager of the company's Capitol, Regina, will succeed Newman at the Capitol, Winnipeg.

# The NEW YORK Scene

By Mel Konecoff

CHILDHOOD PRODUCTIONS IS DOING TWO THINGS CLOSEST TO ITS heart, according to Sam Yellen, vice-president and general sales manager. It's doing its best to help develop the audiences of tomorrow with its children's shows of today, and it's making money.

The veteran of 42 years in the industry, mostly in exhibition, related at lunch the other day that his company has taken in a gross of \$1,500,000 in a one year period with four shows: "Snow White and the Seven Dwarfs"; "Sleeping Beauty"; "Hansel and Gretel" and "The Brentown Musicians"; and "Alice of Wonderland in Paris" and "White Mane." This is a pretty good return on an initial investment of \$13,000 made not too long ago, which started the company off on the road to buying German-made features, dubbing and re-editing them for this market, and then promoting and selling them. The latter was a most important phase of their operation.

Television in areas where the films were to play was saturated a week ahead of time. Co-op ads were used in newspapers. A puppet-mobile, which was a Volkswagen but outfitted with a stage and sound equipment, was sent into the area with a puppeteer who made free appearances on local television and in shopping centers, which plugged the appearance as well as the theatre booking. Department stores also invited the puppeteer in for personal appearances, and they too plugged away in their ads. Children's hospitals were offered free shows which resulted in lots of newspaper space, often on front pages, as well as coverage by newsreel units of the tv stations. Appearances at public and parochial schools were also in order, and they even had a block roped off so that one show could be presented for the students of three schools.

Childhood uses independent distributors around the country, with many of the AIP exchanges being agents. Columbia Pictures has bought the product for a number of countries abroad. The national playoff is supervised from the home office in New York, according to Yellen. Four puppet-mobiles are used to cover the country in the advance promotions.

The taste of success has brought about an expansion in production and releasing plans with a feature just being completed in Italy for the family trade.

It's called "The Christmas That Almost Wasn't," which is in color, features a cute original music score, and stars Rossano Brazzi, his wife Lidia, Paul Tripp, Sonny Fox, and Mischa Auer. It marks Brazzi's debut as a director as well, while his wife plays the part of Mrs. S. Claus. The film will make its bow in key areas at Thanksgiving and will go into general release come Christmas. The film will be represented with a float in the Macy's Thanksgiving Day Parade, which will be televised nationally.

Yellen recalled a number of spots where he found the going tough, but once they used the children's films and the campaign, the grosses were so impressive that circuits often opened up other theatres for follow-ups. Many of the theatres often grossed more on the weekend playoffs than they did during a full week with other product. This led to mid-week bookings which were also highly successful.

In many cases, exhibitors have booked the programs for all-day playoffs, and as a result they haven't run into too much opposition with the major companies regarding the splitting of days as to product. Where the distributors have objected strenuously, exhibitors have told them that they can take their pictures elsewhere and have stuck with the kiddie and family attractions. Yellen doesn't find it practical to repeat the bookings too soon after the initial dates because parents resist bringing their off-spring in to see a picture again.

As a result of the sweet taste of success, Childhood is making plans to co-produce three adult-type features in Italy and to open a television department, which will concentrate on making tv series.

Exhibitors are evidently happy to go along with Childhood, not only because their extra profits on candy stand business are spectacular when they play their product, but also because of the promotions and the money that Childhood spends to back up their attractions. For instance, Childhood has spent \$50,000 to advertise the New York playoff on tv and in newspapers, more than other companies have spent on regular releases, in return for which the features have grossed \$250,000.

Who was it that said "... and a child shall lead them"?

**LITERARY AND CULINARY NOTE: PRODUCER-AUTHOR JOSEPH PASTERNAK** finally sent over a copy of his book, "Cooking With Love and Paprika" (A Treasury of Continental Cooking), and we were so overwhelmed that we decided to share our good fortune with our loyal and faithful readers. For instance, how would you like to make Minute Steaks In Casserole which serve 4-6?

You need six minute steaks, three tablespoons flour, salt, pepper, paprika to taste, three tablespoons shortening, six small cooked potatoes, one package frozen peas and carrots, one small onion, one clove garlic (minced), one and one-half pound can stewed tomatoes.

Cut the meat into slices one inch thick. Mix the flour and seasonings. Toss over the meat and turn until the meat is well coated. Brown the meat slices in the shortening. Add the remaining ingredients and cover. Simmer for 15 minutes. Serve in sauce.

The above tastes especially good when served while watching a Joe Pasternak picture.

**SOFTBALL NOTES: INTEREST IS RUNNING HIGH OVER THE UPCOMING** softball game for the benefit of Will Rogers Hospital between the Motion Picture League All-Stars and the CBS All-Stars. We haven't heard anything yet about the odds as quoted by the boys in Las Vegas, but the report that Phil Rizzuto will be playing for the opposition can't help our side. Go get 'em, Mets (Oops, we mean Motion Picture All-Stars).



# LONDON Observations

by Jock MacGregor

PRIME MINISTER WILSON'S SQUEEZE AND THE SELECTIVE EMPLOYMENT Tax can only have a dampening effect on the film industry just as production has reached its highest peak in years, and confidence has been regained. Already, banks are tightening up on loans and overdrafts and have withdrawn at the last moment from projects which they had agreed to finance. The rising costs can well nullify the benefits of the Eady Levy, particularly on the more routine subjects, and some producers with the tv market after commercial release as their main objective are examining conditions elsewhere in Europe.

Depressed by thoughts of increased taxes and the limitation of \$140 a year foreign currency ruling out a continental vacation this summer, I worked out a way of escaping from it all and looked in on Japan, Germany, Italy, and Spain! I did not do this by jet but by squandering an extra five cents a gallon on gas and driving to Pinewood Studios. In a luxury penthouse complete with heliport high above Tokyo, I watched Sean Connery, back as 007, once again fighting for his life. It was the last shot before the 100-strong unit flew to Japan (first stop Anchor Bay, Alaska) for eight weeks location shooting for the fifth James Bond, "You Only Live Twice." Cubby Broccoli was already there, but his co-producer, Harry Saltzman, who I was sorry to find was a bit off color, will stay here. Lewis Gilbert directs this UA release.

MY NEXT STOP WAS BERLIN, WHERE I FOUND MICHAEL ANDERSON Directing George Segal in a dingy hotel setting for Rank-National General Productions' "The Quiller Memorandum." To get the timing he required for a telephone sequence, he was speaking Senta Berger's off screen lines. On the sidelines was producer Ivan Foxwell. He was delighted with the progress and was finding working with the Americans invigorating. Currently, the film should have a November premiere, but Ivan is determined that this will only be if there are no snags. He believes the editing and post-production stages to be as vital as the actual shooting, and that it is more important to get these right than for a picture to be rushed to make a date. One unexpected problem had arisen. A Louis Quinze suite of furniture, hired from an antique dealer, is used at many royal and state functions and had to be cleared in time for the State Banquet for King Hussein at the Guildhall. Mickey learned that son Michael Anderson, Jr., had started his own tv series, "Them Munroes," on location at Jackson, Wyo., before moving to Hollywood.

IN A LUSH ITALIAN SETTING, PRODUCER BETTY E. BOX AND DIRECTOR Ralph Thomas were at work on the Rank-Universal co-production, "Deadlier Than the Male," with Richard Johnson and Elke Sommer looking beautifully sun tanned, Italian-style, after location shooting near Rome. Based freely on Sapper's "The Female of the Species," the story has been brought bang up to date. Though born in Gibraltar, I passed into the Spanish village on the back lot without so much as showing my passport, but then the policeman was only costumed by Berman's and an extra on George Brown's color extravaganza for UA, "Finders Keepers," which stars Cliff Richards and the Shadows. Finally, the sun broke through the clouds to add to my holiday spirit.

I even saw a breathtaking bathing beauty! Namesake but no relation, Eon publicity director Roy MacGregor had a stills session for the latest James Bond girl, Germany's Karin Dor. It was a joy to watch such a professional at work. Completely cooperative, she really knew her angles and how to project herself in sultry poses. Stillsman Joe Pearce was clicking away at top speed. Later, he claimed his lens had "steamed up." She did not understand. The gag was explained, and she was flattered. I shall look forward to seeing her in "You Only Live Twice."

AT THE END OF THE DAY, MANY DROP INTO THE STUDIO BAR FOR A gossip before going home. I went in with studio publicity chief Derek Coyte, and we were joined by John Trevelyan, the censor who had been in liaison with various producers. He came out with a rather remarkable statement: "How nice it is to be with so many friends!" He really meant it, and it is a reflection on how well, understandingly, and sympathetically he does his most difficult job. In his way, he has contributed through his advice enormously to the present high standing of British films internationally. Hearing that this day would have to do for my summer vacation, George Brown was immediately moved to inviting me to dine at his beautiful old world Thames Valley home with his wife, Bettina, who used to work at Denham Studios. It was a fine day of business and pleasure. I am glad I squandered those five cents.

THE IDEA FOR OPERATION UPTAKE, AN ALL INDUSTRY EFFORT TO improve takings and the cinema's image, came from South Wales exhibitors who are predominantly independent and believe collective rather than individual effort is needed. In consequence, suggestions for the Oct. 5 rally at the Columbia Theatre, the committee feels, should come from the provinces. It is thought this will generate greater enthusiasm and establish it as a national movement and not just another scheme put out by London without real consideration for the smaller men. A regular complaint is that too much is spent on promotion in London and too little elsewhere. Sponsors are to rely on the trade papers to build the enthusiasm. This is good. These newsmen go everywhere, see everything—the good and the bad—as opposed to so many executives who only see their own operations and sometimes wonder why competitors have the edge on them. We could often tell them! It is not always the money so much as the approach that makes functions. . . . The Army Kinema Corporation celebrated its 20th anniversary by General "Tim" Watson inviting trade leaders to see the Royal Tournament and attend a champagne buffet later. It does not seem 20 years since I was its first booking manager with some 2000 35mm and 16mm units at home and abroad. I was complimented as the only one remembering to wear the regimental tie. . . . The National Film Theatre is running a "Salute to Paramount" season. . . . ABC has opened Dick Turpin's Tavern in the former restaurant at the Whiteladies Cinema, Bristol. . . . The title for Walter Shenson's new picture really gets me—"30 Is A Dangerous Age, Cynthia."

## Levine Busy In Europe With Five For Embassy

NEW YORK—Europe has become a Joseph E. Levine production center, with four pictures for Embassy Pictures release now shooting simultaneously in England and on the continent. A fifth has returned to Hollywood following extensive location work in Spain.

This increased European production activity marks a major step forward for Embassy Pictures, and is the first chapter in the new and accelerated production program recently announced by Levine for the company.

London's Shepperton Studios is the scene of Levine's "The Spy with a Cold Nose," with Laurence Harvey, Daliah Lavi, and Lionel Jeffries topcast. The spy spoof in color is being produced by Leonard Lightstone and directed by Daniel Petrie.

Also shooting in London, at Twickenham Studios, is "The Terronauts," an Amicus production in color produced by Max J. Rosenberg and Milton Subotsky and directed by Montgomery Tully. Simon Oates, Zena Marshall, Stanley Meadows, Charles Hawtry, and Patricia Hayes are starred in the film, which deals with strange beings from another world who come into conflict with Earth.

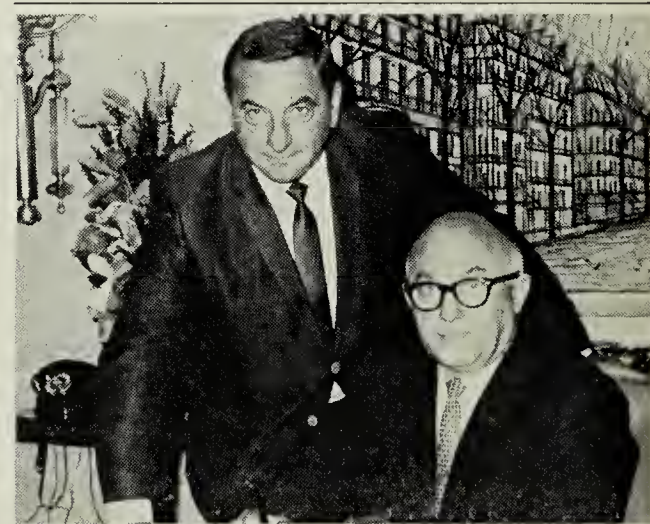
Major continental activity for Joseph E. Levine is now centered in Naples, where his "Shoot Loud, Louder . . . I Don't Understand" is now completing location work before returning to Rome's Cinecitta Studios. The color comedy-fantasy, starring Marcello Mastroianni and Raquel Welch, is being directed by Eduardo de Filippo.

"The Hellbenders," western in color, has just gone into production in Rome starring Joseph Cotten and Julian Mateos, produced by Albert Band and directed by Sergio Corbucci.

Cast and crew of Levine's "The Caper of the Golden Bulls" have returned to Hollywood after completing location sequences in Spain, centered on the Festival of San Fermin in Pamplona. The Panavision and color adventure drama now moves to the Paramount Studios for a month and a half of interior scenes. Stephen Boyd, Yvette Mimieux, and Giovanna Ralli star, with Clarence Greene producing and Russell Rouse directing.

## E-K To Sponsor "Oscar"

ROCHESTER, N.Y.—For the second consecutive year, Eastman Kodak will be the sole sponsor of the Motion Picture Academy Awards to be telecast live and in color on Monday, April 10, 1967.



Seymour Poe (seated), 20th-Fox executive vice-president, and Larry Newton, president of ABC-Paramount Records, Inc., are shown signing the agreement which provides for ABC Records to distribute and merchandise all future releases of 20th-Fox and Movietone Records.



## ALBANY

Industry friends feted Herbert J. Schwartz, Columbia branch manager in Albany, at a Thruway Motor Inn dinner. Schwartz has been advanced to branch chief at Buffalo, but will retain supervision of the local office in the RTA Building. H. L. Gaines, Warner Brothers' branch manager, was chairman of the affair. . . . Fabian's Palace and the SW Strand were used in the mornings for the New York State Legion convention. . . . June Allyson, long a film star, appeared at the Colonie Summer Theatre Tent in "Goodbye Ghost." Her present husband, Grant Maxwell, was producer; and her two children, Dick Powell, Jr., and Allyson Powell, appeared in the cast. . . . A violent wind, lightning and rain storm adversely affected area theatre patronage and caused widespread property damage. . . . A.M.P.A. Motion Picture Academy registered a certificate to operate in Kings County, N.Y. Address is 65 Nassau Street, Brooklyn; and capital stock consists of 200 shares, no par value.

## BOSTON

Another outstanding promotion from the brain of Alan Friedberg, general manager of Sack Theatres, was put on in conjunction with "Walk, Don't Run" at Sack's Savoy. Friedberg got the NEAAU to sponsor a five mile walking race starting from station WNAC-TV in Kenmore Square and finishing in the Sack Savoy lobby, coincidentally just in time for the New England premiere of the Columbia film. Arrangements for the walking race were co-ordinated by John Markle, field exploitation director of Columbia Pictures, and a barrage of newspaper space and photos resulted from the promotion. Photos and stills from the film showing the walking race in the picture with Gary Grant in shorts and athletic shirt as an impromptu entry in the film's walking race, made layouts in Boston newspapers. Trophy's were awarded the winners at the theatre with a special presentation by NEAAU officials and the theatre management. . . . Harry Rogovin, for 42 years district manager of Columbia Pictures out of Columbia's office in Boston, and one of the veterans of the film business in New England, is retiring. . . . Julian Blaustein, was in Boston in behalf of his latest production, "Khartoum," at the Boston Theatre. Blaustein left 20th Century-Fox in 1952 to become an independent producer. He recalled that just as the company was about to go on location for "Khartoum," the Sudanese government fell, and the revolution that followed delayed the filming for 1½ years.

## BUFFALO

Pat Corey, formerly affiliated with the Colvin, has been named house manager of Cinema I and II at Boulevard Mall in Amherst, Louis Levitch, managing director, announced. Corey succeeds Louis Michael, who had been serving as assistant to Levitch since the opening of the twin indoor theatre unit last February. Michael has left for Columbus to become manager of a new theatre being built by the General Cinema Corporation, parent firm for Cinema I and II. . . . Ticket sales are brisk for the Metropolitan Opera National Company three day appearance in Shea's Buffalo Sept. 26-28, according to Jack R. Sharpe, co-chairman of the opera committee. . . . The Variety Club of Buffalo has welcomed another group of new members, including Joseph Weinstein, associated with Mannie Brown Associates, Inc.; Daniel Ganey, Jr., and George Weichmann, both of Airways

Hotels-Leisureland Inn; Frank Mancuso, Paramount Pictures, associate member; and Norman Besso, Little Club and Manny's. . . . Chief barker Albert J. Petrella of Tent 7 advises that the international convention of Variety in Mexico City next year will be held May 14 through 19 instead of the dates previously announced. . . . Thursday, Aug. 25, will be Variety Club Night at Melody Fair. Tent 7's entertainment chairman Mel Berman and co-chairman Bill Kaplan are working out final details with Lou Fisher, head man at Melody Fair. . . . In the annual report to the board of managers of the Children's Hospital, Robert Warner, medical director, said: "Through the efforts of the Variety Club and their use of mass media and communications, the Rehabilitation Center enjoys an almost unique and universally admired position. The outpouring of pledges—and the fact that expenses have been kept to a minimum—has made our center respected, sought after, and a household word throughout the Niagara Frontier. . . . Frank Bassett, city manager, Schine in Rochester, says the most remarkable item on the continuing long run of "The Sound of Music" at the Monroe Theatre—one year and three months—is that in all the mail orders processed at the theatre, there hasn't been one check that bounced. This is most unusual, he says, and he wonders why it is true. . . . Rodney Trescott, familiar to Kodak Town moviegoers as long time factotum at the Little, and in recent years its manager under the ownership of Mrs. Ben Belinson, has moved to the Regent as manager. The Regent is owned by Charlie Martina. Trescott's new bosses are offering a \$100 prize for the best work of original art in any medium dealing with the subject, "Who's Afraid of Virginia Woolf?," now at the Regent. Bob Esch, Harry Wasserbauer, and Osman Guy of the local art world will judge. . . . Ed Hale, Universal, has been in Buffalo working with Jerry Westergren, James J. Hayes, and Ed Meade on "The Torn Curtain," which opens early in August at the Cinema, downtown Buffalo, and Amherst, Buffalo's city line. . . . Says James Card, film curator of the Dryden Theatre in the Eastman House in Rochester: "The Friday night audiences attending the Dryden 'horror film' series are totally different than we've ever had; I don't know where they come from. We sent notices to our usual sources." Incidentally, the Dryden is playing to sold-out houses with the series. . . . John Blatt, president of Blatt Bros., was in to confer with Jake Stefanon, district manager in the Buffalo area. The Blatt organization operates a number of drive-in theatres in the Buffalo area. . . . John A. Locke, III, assistant manager, Granada, the Schine de luxe suburban house in north Buffalo, has resigned and left, with the Mrs. and John, Jr., for Boston, where he will enter college. He also hopes to get a position in the exhibition end of the industry in the Hub City. . . . Jerry George, manager, Buffalo branch of National Theatre Supply, is drawing near to his moving date. The NTS headquarters soon will be in the first floor of the building at 498 Pearl street. The Motion Picture Operators Union occupies the second floor. George is moving a big present stock at special prices. The new headquarters will not carry a big stock, but orders will be taken and forwarded to a central office.

## CINCINNATI

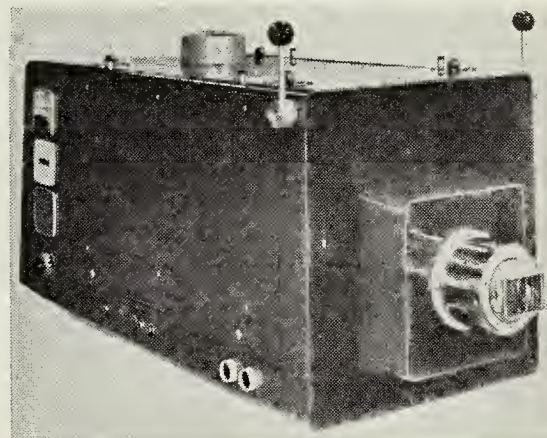
Good old-time summer weather created the right mood for fun. Amusement parks, swimming pools, and the Ohio River were crowded. Theatres throughout the Tri-State area enjoyed one of the best weeks in the current season. Locally, first-run theatres had the best

attendance record compared with the like week during the past five seasons, some houses breaking house records. . . . Bob Rehme, UA field representative, in cooperation with radio WNOP, is staging a contest for "What Did You Do In The War, Daddy?" scheduled for the Albee in August. Radio listeners are invited to send in their favorite humorous war-time experiences. Prizes will be awarded for the funniest entries, and winners will also be invited to a special promotional screening. . . . Times Towne Cinema is making big preparations for the Aug. 3 opening of "The Russians Are Coming The Russians Are Coming." . . . The New Lex Theatre, New Lexington, O., is closed for renovation and will reopen in late August according to owner Paul Russell.

## COLUMBUS, O.

Multi-Channel Cable Co., Portsmouth, Ohio, is scheduled to begin community an-

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tenna television service in Whitehall, Columbus suburb, by mid-1967 under terms of a new 12-year franchise approved by Whitehall City Council. Pact replaces original franchise, which expired in June. Council may extend the time if Multi-Channel meets additional delays, such as those which prevented scheduled start of CATV service by the past June. . . . Continued strong business was noted in all first run situations including "The Ten Commandments" at Loew's Ohio, "Who's Afraid of Virginia Woolf?" at RKO Palace, "Doctor Zhivago" at Hunt's Cinestage, "Khartoum" at Grand Cinerama, and "The Russians Are Coming The Russians Are Coming" at Cinema East. . . . It is reported that General Cinema Corp. plans an October opening for the de luxe first run theatre being constructed in suburban Whitehall near Town and Country Shopping Center.

## CLEVELAND

Loew's two new Cleveland theatres, the West and the East, opened day and date July 13, marking the first time in Cleveland history that two movie houses opened on the same day. Both theatres offer matinees daily and feature 'Rocking Chair' seats and smoking lounges. . . . The Auto Drive-In finally opened. Delay was caused by the Parma curfew which cuts activity after midnight. The problem isn't licked yet, and if you don't think its a problem, try running a drive-in on daylight saving time with a 12 o'clock curfew. . . . "The Russians Are Coming" continued for a third week at the Detroit and Ceder-Lee theatres. This picture really gets a lot of free publicity. . . . Bob Hope's new comedy, "Boy, Did I Get A Wrong Number," opened in the downtown Hippodrome, nine other hardtops, and four area drive-ins. . . . The Musicarnival, Warrensville Center, offered "My Fair Lady" starring Michael Allinson and Anita Gillette. . . . Daily matinees at the SW Great Northern have been dropped for the remaining run of the Cinerama adventure "Khartoum." Matinees are now on Wednesday, Saturday and Sunday only.

## DALLAS

Bill Risener, manager, Inwood is making arrangements to honor the 300,000th patron to come in to view "The Sound of Music," now in its 71st record breaking week. An adding machine has been installed in the box office to tally the patrons. The person will receive a season pass for two to any Interstate theatre in the local area, an RCA-Victor sound track album of music from the film, and a night on the town at the Statler Hilton Hotel Steak House. . . . Hazel Byrom, in the contract department of the Paramount film exchange, became the bride of Harold Helm in the Gaston Avenue Baptist Church. . . . Jack Judd, branch manager here for Columbia Pictures Corp., will retire from the company effective Aug. 12. R. J. McCafferty, now branch manager of the St. Louis Columbia office, has been named to replace Judd in Dallas. A veteran of 43 years in the industry, Judd has always been associated with the sales department of motion picture distribution. In 1958, he was transferred to Dallas as southwestern district sales manager. He started in the industry in 1923 in Philadelphia with the old Fox Film Co., and moved to RKO Pictures in 1939 in Pittsburgh. In 1947, he joined Columbia Pictures in that city and was named branch manager of that office two years later. . . . Warner Bros. starlet Tulara Lee will be in the city on Nov. 15 to make an appearance at the American Dental Association convention. . . . L. A. (Speed) Riggs, veteran tobacco

auctioneer, was a recent visitor. Riggs appeared in 27 motion pictures and is currently a resident of Los Angeles. . . . The attendance record established by "The Shop on Main Street" one Sunday was broken the following Sunday. The film has set a new high in patronage for the showing. . . . Although the showing of "The Bible" is still three months away, the Tower manager, Forrest Thompson, reports that he has received a reservation from the Tyler Street Methodist Church for reserved tickets for a large group to see the film on Dec. 1. The film is scheduled to open in mid-October. . . . The "Batman" delegation which was to attend the world premiere in Austin, Tex., July 30 was to stop briefly in Dallas.

## DENVER

The Rocky Mountain Motion Picture Association hosted a testimonial dinner to local radio and tv personality Starr Yelland. Yelland was honored for "his many contributions to all branches of the entertainment business." Rex Allen, cowboy singing star, m.c.'d the affair, which included many of Denver's top entertainers. . . . Harold McCormick, co-owner of the Skyline, Canon City, Colo., will try to get his old seat back in the Colorado Legislature. He gave it up in 1964 after serving several terms to run for the Senate. . . . Marlin Butler's left hand is getting a workout signing film contracts since his right is mending from a recent operation. . . . The Aragon, Magdalena, N.M., which has been closed for the past five years, is being reopened by John Campbell and several associates. . . . Apparently to get people's minds off the hot weather Colorado has been experiencing in the past couple of weeks, Frank Piazza, Trails Drive-In, Walsenburg, Colo., put on a "New Year's Eve Party" show in midsummer—complete with favors and paper hats—and reports a big success.

## DES MOINES

Burton Head has leased the Crystal, Manning, Ia., and plans to reopen it by Aug. 1. The house has been closed for two years. . . . Des Moines Tent 15 held a benefit premiere for "Who's Afraid of Virginia Woolf?" at the Ingersoll, Des Moines, with the proceeds going to aid the Sunshine Coach project. . . . The Orpheum, Rock Valley, Ia., has been air-conditioned. . . . The Hi-Vue Drive-In, Knoxville, Ia., is having its troubles with wind storms again. The recent storm in Iowa tore down the screen tower with damage estimated at \$15,000. The same screen was erected last year to replace an earlier one battered by a storm.

## HOUSTON

Place Pigalle, a local night club, is featuring Monday night movies. The old movies have been drawing a full house to the night club operated by Paul J. Klepper. . . . L. A. (Speed) Riggs, tobacco auctioneer known as the voice of Lucky Strike, was in for a brief visit. Riggs has appeared in 27 motion pictures in his career. He resides in Los Angeles. . . . A live radio broadcast over KIKK was part of the ceremonies at the opening of Interstate's new Parkview. There was a square dance, Larry Kane as master of ceremonies, and Bla Ruffino and the Texas Cowboys playing music. "Boy, Did I Get A Wrong Number" is the opening attraction. Richard Melton is manager. . . . Mary Wickes, whose latest film was "The Trouble With Angels" with Rosalind Russell and Hayley Mills, is currently appearing here on stage at the Music Theatre in "Blithe Spirit." Miss Wickes in about a month

is scheduled to join Miss Russell and Miss Mills in making the sequel to "The Trouble With Angels." . . . Homer McCallon's "sneak" preview for two Sundays was the Cary Grant comedy, "Walk Don't Run." It was given a re-sneak due to the fact that numerous patrons were turned away at the doors of Loew's State the first week. . . . Ann Miller, Hollywood movie dancer, is expected to visit the city where she was born during the engagement of the Modernaires at the International Club in the Shamrock Hilton Hotel. The Modernaires have also appeared in several movies. . . . For the final week of "Born Free," its eighth at the Delman, all children under 12 were admitted free when accompanied by their parents.

## JACKSONVILLE

Marvin Schubert, who has been a salesman on Ed McLaughlin's local Columbia staff for the past few years, is now Columbia's branch manager in Charlotte, succeeding Skinner Williamson who has retired. Marvin's place on the local Columbia staff has been taken by Dave Gustin who recently completed a tour of duty in the U. S. Army. . . . Sheldon Masce, former exhibitor in this city and Cedar Key, is now managing the State, Tallahassee, for Kent Theatres. Sheldon has become a prime mover in the Max Steiner Music Society, an organization devoted to publicizing the music of the dean of Hollywood's musical composers. . . . Manager of the luxurious new Weeki Wachee Holiday Inn motel is Frank Lones. Operated as a unit of Florida State Theatres in conjunction with Weeki Wachee, Spring of the Live Mermaids, the hostelry is equipped with 72 deluxe units and has convention facilities for nearly 150 persons. . . . FST's Paramount, Palm Beach, which has long catered to one of the world's wealthiest social groups only during the winter season, has remained open this summer for the first time and is doing exceptionally well under the management of Ken Culbertson. . . . Harry Margolesky, member of FST's district staff in Miami, attended the graduation of his son Phil from the College of Optometry at Houston College in Texas. . . . "Sandy" Harris, daughter of Bob Harris, FST district supervisor at Tampa, is a freshman at Florida State University in Tallahassee. . . . Michael Tremor, son of Walter Tremor, FST city manager in St. Petersburg, and his wife Diane are in the married student dormitory at Florida State University and have plans for postgraduate work in the fall. . . . Ted Chapin, veteran manager, Daytona Theatre, Daytona Beach, who underwent a throat operation in the Tampa General Hospital several weeks ago, is reported to be recovering rapidly and is expected back to work quite soon. . . . Groups of WOMPI hostesses have been fine additions to several sneak previews held at the Florida, Center, and Edgewood theatres and have provided further industry service at many previews held at the Preview Theatre of the Florida Theatre Bldg. . . . Another fine industry service being provided by WOMPI volunteers during the current summer months is serving as audience collectors in leading local theatres for the Will Rogers Memorial Hospital and O'Donnell Research Laboratories. . . . Probably the largest WOMPI theatre collection for Will Rogers during the year will be the one beginning at the downtown Center during the run of "Who's Afraid of Virginia Woolf." . . . The WOMPI board of directors meeting on Aug. 9 is scheduled for the Motion Picture Charity Club quarters in the Roosevelt Hotel. . . . Several WOMPI members are readying a Christmas gift box which will be sent to South Korea in August for little Sun Ok, a war or-



phan who has been adopted by the Jacksonville WOMPI. . . . Five new WOMPI members were recruited during July. They are Lois Bell, WFGA-TV, channel 12, and the following from Florida State Theatres: Miss Ava Loudermilk, secretary to French Harvey; Mrs. Beebe Ludwig, receptionist; Mrs. Barbara Scott, secretary to Oscar Cannington; and Mrs. Jean Teague, general office worker. . . . Youthful-looking Mrs. Jewelene Lee, veteran cashier at the downtown Imperial, became the happiest WOMPI in town when her son, William E. Corbin, married the former Dorothy Duncan at the First Baptist Church in Bethesda, Md. They live in Atlanta where Bill has a sales job and Dorothy is a school teacher. . . . Sunny Greenwood, WOMPI booker at Universal, is recovering at home from an operation at Baptist Hospital.

## MIAMI, FLA.

The Hi-Way Drive-In, Dania, has closed after 10 years of operation by Joe Fink. Fink has been kept busy lately in the production end of the business, having completed the filming of "The Devil's Sisters," and has two more films in the making. . . . Wometco Enterprises, Inc., sales and earnings in the second quarter ended June 18 were records for any 12-week period, and results in the fiscal half year also reached new highs, reported Mitchell Wolfson, president, who said that all divisions of the company increased sales and earnings in the period. Per share earnings in the quarter rose to 41 cents, compared with 35 cents last year, while net income amounted to \$904,500, up from \$779,636 in the prior year. Second quarter sales moved up 22.9 per cent ahead of the similar 1965 period to \$11,061,038 from \$8,993,827. In the 24-week period, or first fiscal half year, earnings gained 13.4 per cent to \$1,854,712, or 83 cents per share from \$1,635,196, or 74 cents per share a year ago. Sales moved up 25.6 per cent to \$21,334,675, compared with \$16,977,299 last year. Cash flow generated from earnings amounted to \$3,163,252 or \$1.42 a share for the 24 weeks. Wometco declared a regular quarterly cash dividend of 14 cents on Class A stock and five cents on Class B stock, payable Sept. 15 to stock of record Sept. 1. . . . Paul Haggerty, manager, Boca Raton, Boca Raton, Fla., secured co-sponsorship of the City Recreation Department for a "most unusual pet" contest in conjunction with his showing of "Born Free." . . . Stewart Scott, assistant manager, Pompano Cinema, has been appointed assistant, Sunrise Cinema, Ft. Lauderdale, assisting Jack Hegarty. Hegarty is also a former Pompano Cinema manager. Both the Pompano Cinema and Sunrise Cinema I and II are operated by General Cinema Company of Boston. . . . In Gainesville, children enrolled in the Operation Head Start program were guests of the state for a special showing of "Clarence the Crosseyed Lion." . . . The Miami News amusements editor, Herb Kelly, headlined Jack Mitchell's search for veterans of the Foreign Legion in connection with the showing of "Beau Geste" at Wometco theatres early in the fall. Twenty minutes after the newspaper hit the streets, Mitchell had his first response. . . . Florida State Theatres was holding a "footprint" contest to publicize the opening of "Lieutenant Robin Crusoe, U.S.N." at the Olympia, Suniland, Gables, Shores, Florida (Hollywood), as well as their theatres in Ft. Lauderdale area. . . . Wometco is fast finishing work on the parking lot adjacent to the Parkway Art, which will be welcomed by theatre patrons who have not previously had this luxury. Annette Symons is now managing the Parkway. . . . In a speech before the Sigma Delta Chi newspaper fraternity, Stanley



Columbia exploiteer Milt Young and family recently vacationed in Wildwood, N.J., and stopped for some amusement fun at Hunt's Pier where they are shown on a coffee break on "The Crazy Cups."

Colbert, vice-president, Ivan Tors' North Miami studios, revealed that Tors has 12 full-length pictures scheduled to be made locally during the next three years. "We plan to do four films a year," he said. Colbert also told the group that the local Tors studio will now do its own scoring of films, using local musicians.

## MEMPHIS

Miss Josephine Allensworth, president, local Better Films Council, has sent a letter to each of the 1,274 members of the Council, as well as a list of 400 prospective members, stating: "Council members have a great opportunity for distinguished public service to the citizens of Memphis in their mutual desire to promote only good and wholesome movies. Your vigilance will replace the censor board. We need your help. A membership meeting will be held Sept. 27, Bellevue Baptist Church, Lee Auditorium, when Dr. Charles W. Grant of Christ Methodist Church will review the motion picture, "The Bible." Members will enjoy, without cost, many previews. Last year, members were invited to preview 10 full-length movies and six travel films in color. We hope the theatres will be as generous again this year." The 33-year-old Memphis Council is the largest in the nation. . . . The contact lenses of Miss Evelyn Turner, Malco, were the subject of a front page story in the local daily. Miss Turner was also subject to considerable teasing. It all began the day she returned from a "break" in Malco office duties and in a most excited manner asked the help of Mrs. Juanita Hamblin, a fellow worker, in finding one of her contact lenses. The two ladies searched the ladies' lounge, and were in the process of examining desk and file cabinet tops in the Malco bookkeeping office when the tired Mrs. Tamblin decided to "look Evelyn Turner in the eye . . . squarely . . . and persuade her to give up the search." Junaita found the missing contact lens in Evelyn's left eye. Neither of the Malco employees know who "leaked" the lens story to the daily newspaper. . . . Lloyd Bailey, manager, Paramount, reports good houses continue for "Sound of Music" in its 16th month at the new suburban house. At Warner, Eli Arkin, manager, is advertising "Who's Afraid of Virginia Woolf?" as playing its "third smash week" under an adult policy. Predictions are for quite a run. . . . M. A. Lightman, Jr., president of Malco Theatres, is a member of a 50 member cabinet of top business leaders who will conduct a \$125,000 drive for the Memphis Arts Council, and who will work on a year-round basis to strengthen and expand Arts Council activities.

## NEW HAVEN-HARTFORD

Two Hartford area industry pioneers, Mickey Daly, president of Daly Theatre Corporation, and Jack Sanson, retired metropolitan Hartford district manager, Stanley Warner Theatres, are recuperating from surgery. . . . John Scanlon, III, operator of the Strand, Winsted, screening UA's "A Thousand Clowns," admitted children under 12 free when accompanied by parents. . . . The Hartford Jewish Community Center screened six award-winning films, charging one dollar and \$1.25 admission during a Summer Film Festival. The attractions were "Treasure of Sierra Madre," "The Informer," "Citizen Kane," "La Strada," "The Best Years of Our Lives," and "Bicycle Thief." . . . A survey financed by Bristol real estate broker Joseph Vetrano has concluded that a multi-purpose coliseum on the Berlin Turnpike, suburban Newington, "should, with aggressive, ingenious, and prudent management, serve its function of attracting traffic and at the same time provide a fair return for its investors." The survey's findings noted that the coliseum, a complex of an arena, an exhibition hall, and two motion picture theatres, would probably be located on the turnpike in Newington, at the intersection of proposed route 291, a belt highway around Hartford and West Hartford. . . . Leonard Sampson, Robert Spodick, Norman Bialek, and Donn Iogha, Nutmeg Theatre Circuit, New Haven, are pushing the theme, "It's A Summer Festival. . . . Make Mine A Movie" in advertising for the company's theatres in southwestern Connecticut. . . . Anthony Masella, for many years with Loew's Poli-New England Theatres, Inc., and now with the John Hancock Insurance Company, is recuperating at his West Haven home after a stay at St. Raphael's Hospital, New Haven. . . . Sperie P. Perakos, vice-president and general manager of Perakos Theatre Associates, independent Connecticut circuit, has booked Connecticut premiere of 20th-Fox's "The Blue Max" for mid-August into the deluxe Cinema One, East Hartford. The circuit recently reopened Cinema One—formerly the Eastwood—following a \$125,000 remodeling project. . . . Construction delay has pushed back opening of United Artists Theatres' UA Theatre East, in the Manchester Shopping Parkade, 10 miles east of Hartford, to Wednesday, Aug. 10. The 785-seat theatre, to be managed by Milton Daly, formerly with the Stanley Warner metropolitan Hartford theatre district, will premiere with Universal's "Torn Curtain." . . . The Hartford Zoning Board of Appeals has denied a petition that would have permitted construction of a twin screen at General Cinema Corporation's 2,070-car capacity Meadows Drive-In, the largest drive-in theatre in Connecticut. None of the dozen drive-ins here have twin-screen operations.

## NEW ORLEANS

The local WOMPI entertained the 16-year-old girls from Holman Center at a second swimming party and a wiener roast held at the home of president Mrs. Lillian Sherick. . . . Another WOMPI group entertained the senior lady residents of St. Anna's Home with games, prizes and refreshments. . . . The first general committee meeting of WOMPI planning the 1967 WOMPI international convention to be held here was held in the Main Public Library Meeting Room. Mrs. Marie Berglund and Mrs. Lee Nickolaus, co-chairmen, submitted tentative plans in part for a convention program. . . . Henry Hammond, formerly of Memphis Allied Artists exchange, now manager of the local branch office, was welcomed to Variety Club Tent 45. He was a



charter member of Memphis Tent 20. . . . Don Kay, chief barker, Variety Club Tent 45, announced that a telethon will be held in mid-September. Barker Harry Kodinsky, chairman, International Committee of Telethons, was in lending a hand in the maneuvering of the forthcoming fund-raising event. . . . Mrs. Regina Lambou and Mrs. Thelma Reinert, both employed at MPA, have been appointed co-chairmen of the service committee of WOMPI. Both will also serve as WOMPI representatives on the city inter-organizational council for community volunteer service.

## PHILADELPHIA

Four hundred attended the recent Variety Club Tent 13 luncheon for the benefit of the Heart of Variety Fund in honor of all former chief barkers in the Bellevue-Stratford Hotel. Allied Artists sales manager Nat Nathanson and secretary of International Variety was guest speaker. Plaques were given all past chief barkers, among whom Earle W. Sweigert, Jack

Bresin, Jack H. Greenberg, Alfred J. Davis, Mike Felt, Edward Emanuel, Ralph W. Pries, Norman Silverman, Louis J. Goffman, Maxwell Gillis, Sylvan M. Cohen, Samuel E. Diamond, Leo B. Bresin, Martin B. Ellis, Samuel Alesker, David Rosen, and David E. Milgram were present. . . . Amro Decorative Company has moved to 969-A Bristol Pike, Andalusia, Pa., Al Rosenberg announces. . . . Ronald Pure, formerly head booker-office manager in Albany, N.Y., has joined the local United Artists' staff as salesman. . . . Variety Club Tent 13 held a "sports night" dinner and cocktail party in the South Cameo Room of the Bellevue-Stratford at which WFIL sports director Les Keiter; William R. Putnam, president, Philadelphia Hockey Club; and Hal Frecman, president of the new sports arena, were featured. . . . The board meeting of Theatre Owners of Pennsylvania which was to have been held on August 2 was cancelled due to the illness and hospitalization of president David E. Milgram, who is in the Northern Division of Einstein Medical Center.

## ST. LOUIS

During the recent heat wave when the area had temperatures of 100-108 degrees for a period of two weeks unannounced power cut-offs were instituted by the power company to forestall a breakdown. As service was restored to one area another was cut off. Many theatres were forced to make refunds. Finally the heat wave was broken, the rain came and the temperature fell into the 90's. . . . Edward B. Arthur, president, St. Louis Amusement Company and general manager of Arthur Enterprises, has been elected a director of Jefferson Bank and Trust Company. . . . The Shop City Drive-In, East St. Louis, Ill., experienced a robbery attempt which was frustrated by a patron and police. . . . Fred Macdaniels, Shop City Drive-In, won a contest on Buttercorn promotions in which all Mid-America managers participated. . . . Ray McCafferty, branch manager, Columbia, has been promoted to branch manager for Columbia in Dallas.

## SALT LAKE CITY

Veteran showman Chester L. Price resigned as publicity director for Intermountain Theatres, Inc., to become associated with a San Francisco advertising firm. He was also secretary-treasurer of Mountain States Theatres Association. . . . "Born Free" was brought back to the Movie on Holliday Boulevard after having a highly successful hold-over run at the Tower. . . . Mark Modene, formerly manager of the Park-Vu Drive-In, is now managing the Lyric. He was succeeded at the Park-Vu by Cal Elertson. . . . "Khartoum" opened with a gala red carpet premiere at the Villa Cinerama. . . . "Juliet Of The Spirits" was brought back to the Esquire by popular request, according to manager Basil Floor. . . . Manager John Taylor, Academy, Provo, Utah, is on vacation with Herb Gilbert his replacement for two weeks.

## SAN ANTONIO

Alvin Krueger, manager, suburban Laurel, where "The Blue Max" is the current road show, has announced a new summer student price for the engagement of \$1 to any performance. . . . Diane Ladd, actress who plays an important role in "The Wild Angels" at the downtown Texas, was in town to plug the film. Her husband, Bruce Dern is also seen in a top role. . . . L. A. (Speed) Riggs was a visitor in the city to promote a new menthol cigarette. He is the world's champion tobacco

## Twin To Replace D-I For Tex. Mid-Loop Circuit

SAN ANTONIO—After 20 years of successful operation, the San Pedro Outdoor showed its last motion picture and will be replaced at the end of August by the new \$500,000 San Pedro Twin Outdoor, now under construction.

The site of the old theatre will be occupied by a new discount department store, Globe Shopping City.

The new San Pedro, like the old one, will be operated by Mid-Loop, Inc., with John L. Santikos as general manager and Jack Williams, veteran San Antonio showman, as manager. Santikos also manages the Olmos, an indoor theatre.

Santikos said the new theatre will have two screens, offering a choice of programs. On one side, 725 parking spaces are planned, with 525 on the other side. There will be an ultra-modern snack bar and other facilities for patrons, he said.

auctioneer, and became a radio, television, and movie personality. Riggs appeared in 27 motion pictures. . . . A special advance San Antonio showing of the new 20th Century-Fox color film, "Batman," will have two performances at the Texas sponsored by radio station KBAT on Friday, Aug. 5, at 11 p.m. and on Saturday, Aug. 6, at 10 a.m. Tickets are on sale at the four Cinema Arts Theatres, a number of local record stores, and radio station office. . . . Ignacio Torres, manager, Alameda, has booked "Calejon Sin Salida" ("Dead End") for an engagement. The film is a tribute to the late singing star Emilio (El Indio) Fernandez who is seen in the film. . . . Hollywood star Joan Crawford, a native San Antonian, returned to be present at negotiations for a Pepsi Co., Inc., display at HemisFair 1968 to be held in San Antonio. . . . The usherettes at the Josephine are displaying their new uniforms. They are designed in Buster Brown tops and navy blue skirts. . . . Norman Schwartz has returned from a tour of duty as Lt. Col. Schwartz with the Army Reserve. . . . Vivien Scoggins, secretary to Tom Powers, city manager of Cinema Arts Theatres, is making a trip to Fort Bragg, N.C., to have a family reunion with her son, Captain John Anthis, stationed there with his family. . . . Namus '66, the supplement to the Saturday Express-News printed especially for youngsters, is offering an opportunity to win tickets to the Josephine, Laurel, or Texas. . . . R. A. Barron, Independent Theatre Supply Co., received word that Dorothy Ray Kretzer, manager, Blanco, Blanco, Tex., accidentally fell and broke her leg. She is on the road to recovery. . . . Clifford Propst, assistant manager, Plaza, an Interstate house at El Paso, Tex., has been named manager, Pershing, El Paso. He succeeds Pat Sparks, named manager of the recently opened Northgate there. Bill Rast, Interstate city manager, announced the appointments. . . . A 34 acre site has been purchased by Leon Theatres at Pasadena, Tex., for a new 1,400 car capacity d-i. Dowlen Russell, who will be associated with the circuit in the operation, stated that construction is expected to begin shortly. The d-i is slated to be opened around Thanksgiving. It will feature one of the largest and most modern snack bars in the state. A single screen will be utilized, but the site provides ample space for the addition of a second. Projection facilities will include 70mm equipment. . . . Funeral services were held for L. C. Tidball, 79, who owned the Isis, indoor, and the Cowtown, Parkaire, and Cherry Lane Twin D-Is.

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# REVIEWS

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SECTION TWO  
Vol. 75, No. 26

August 3, 1966

## COLUMBIA

### The Man Called Flintstone

CARTOON  
87M.

Columbia  
(Eastman Color)

ESTIMATE: Secret agent cartoon cute for youngsters and families.

CREDITS: Featuring the voices of Alan Reed, Mel Blanc, Jean Vander Pyl, Gerry Johnson, Don Messick, Janet Waldo, Paul Frees, Harvey Korman, John Stephenson, June Foray. Produced and directed by Joseph Barbera and William Hanna; animation directed by Charles A. Nichols; art director, Bill Perez.

STORY: Fred Flintstone, an exact double of a secret agent, is called upon by the chief of the secret agents to replace their man when he is injured. An international gang headed by the Green Goose is out to take over the world with a secret super weapon, and it's Flintstone's job to bring him to justice. Flintstone postpones a camping vacation he and his family were going to take with their neighbors, the Rubbles, and instead all wind up in Paris and then Rome. Flintstone is to keep a rendezvous with the secretary of the Green Goose, who has offered to turn him in. After much hanky panky, Flintstone is trapped by the Green Goose as is Rubble, who follows Flintstone. The Goose's headquarters are in an abandoned amusement park where his secret weapon, a huge missile, waits for launching. Needless to say, justice triumphs with Flintstone a hero. All return home for a vacation-rest.

X-RAY: With this entry, the Flintstones have just about covered the communications media, having already adventured on television, in the comics, in comic books, etc. This is a round-about way of saying that there should be a large and willing audience awaiting the stone age adventurers. It should appeal to juveniles and families who like their entertainment unsophisticated and uncomplicated. There's enough action, suspense, and cute bits to hold audience attention, and there are also production numbers to give the release a bit of class and musical value. Let the would-be viewers know you've got Flintstone, and their reaction should be a willingness to attend. The animation, color, voices, etc., are all of quality calibre. The screenplay, another in the secret agent category, is by Harvey Bullock and Ray Allen.

AD LINES: "The Flintstones Is Here . . . Step Aside For Fun And Adventure"; "A Brand New Adventure With A Brand New Screen Character Means Fun For All."

### The Wrong Box

Columbia  
(Eastman Color)  
(Filmed in England)

COMEDY  
105M.

ESTIMATE: Fun-filled import is tops in its class.

CAST: John Mills, Ralph Richardson, Michael Caine, Peter Cook, Dudley Moore, Nanette Newman, Tony Hancock, Peter Sellers, The Temperance Seven, Wilfried Lawson, Cicely Courtneidge, Irene Handl. Produced and directed by Bryan Forbes.

STORY: At the turn of the century at an English school, the small group of students witnesses the establishment of a trust which is to grow and grow over the years until it's worth a considerable sum. It is to be turned over to the sole survivor of the group. As time passes, death comes in varying fashion and form to all save two elderly brothers, John Mills and Ralph Richardson, who live next to each other but haven't talked to each other in 40 years. Each is trying to outlive the other to collect the fund and pass on its benefits to his heirs. Mills' heir is a nephew, Michael Caine, studying medicine and secretly in love with Nanette Newman, foster niece to Richardson. The latter also has a pair of conniving nephews, Peter Cook and Dudley Moore, who aim to keep their uncle legally alive so that they can collect, while possibly helping Mills to his death. There is a mixup during a train accident, and the pair think Richardson is dead. They are wrong as he is very much alive, and they ship the wrong corpse home. There is a mixup in shipment which results in comic situations at the cemetery and in the attempt to collect the trust fund in cash. Caine and Newman get together amid chaos.

X-RAY: Greed and villainy are colorfully dressed in comic incident in the England of yesterday. Aided by artful direction, comedic circumstance, and fine performances, it results in a film that should entertain and amuse audiences to a memorable degree. The emphasis will be on the selective spots where the mixture of sophisticated drawing room fun and slapstick should be well received. Dullness is a rare commodity here, with some cute touches always at hand to enliven proceedings. An example is a minor role played by Peter Sellers with high humour. The screenplay is by Larry Gelbert and Burt Shevelove, suggested by a story by Robert Louis Stevenson and Lloyd Osbourne, his stepson. In its class, this rates with the best.

AD LINES: "Where There's A Trust No One Trusts Anyone"; "A Brilliant English Comedy With A Cast Of Stars."

### DO SAVE . . . pink REVIEWS

They provide a permanent evaluation of all features as caught by our skilled reviewers. Pages are cumulatively numbered.

## EMBASSY

### The Idol

DRAMA  
107M.

Embassy  
(Filmed in England)

ESTIMATE: Effective drama about today's young people and their problems.

CAST: Jennifer Jones, Michael Parks, John Leyton, Jennifer Hilary, Guy Doleman, Natasha Pyne, Caroline Blakiston, Jeremy Bulloch, Fanny Carby. Directed by Daniel Petrie; produced by Leonard Lighstone; executive producer, Joseph E. Levine; associate producer, Robert Porter.

STORY: Michael Parks is a young, talented American art student studying in London not only because of the fine teaching facilities but also to get away from home and his parents. His friends are John Leyton and the latter's girl, Jennifer Hilary. When he meets Leyton's mother, he is surprised by the attractive Jennifer Jones, an American who is trying to bring up Leyton right. Parks needles him about his mother's influence over him. Jones is awaiting a divorce, which attorney Guy Doleman is handling for her. She expects to marry Doleman when it comes through. Leyton makes an attempt to transfer from medical school to art school, and he also arranges to take a flat with Parks. Jones is against it, and Parks winds up living in the flat with Hilary, who loves him. Jones is aware of his attraction whenever he is in the vicinity. Jones discovers Parks and Hilary making love in Leyton's room during a party and creates a scene, forcing them to leave. Parks saves Leyton from a vicious beating during a fight, and Jones is grateful and even friendly. Parks stops by to pick up Leyton and Hilary, but they have already left. Parks and Jones are drawn together and go to bed, after which he disdainfully wipes her lipstick off, tossing the handkerchief out the window as she did when she discovered Parks and Hilary. Hilary, having had a fight with Parks, warns Leyton what could have happened. When Parks eventually shows up, he admits the intimacy to Hilary, which is overheard by Leyton. Leyton has a brawl with Parks, who winds up in the river and drowns. As the police take Leyton away, he cannot bear to have Jones touch or comfort him.

X-RAY: Once again, the screen presents a segment of today's youth and their problems of getting along among themselves and with adults. Their attitudes, lack of morality, unwillingness to conform, resentment at adults and authority, etc., are part of a fairly interesting story that takes place in London. It will probably prove attractive in the art and class spots where this type of release can attract proper audiences and proper attention. The performances are good and in keeping with



the theme. The direction and production are efficient and apt. The screenplay with the modern-day slant is by Millard Lampell, based on an original story by Ugo Liberatore. The young adults will probably prove most receptive to the goings-on.

## A Place Called Glory

WESTERN  
92M.

Embassy  
(Color)  
(Techniscope)  
(Filmed abroad)

ESTIMATE: Good western.

CAST: Lex Barker, Pierre Brice, Marianne Koch, Jorge Rigaud, Gerard Tichy, Angel Del Pozo, Santiago Ontanon, Hans Nielsen. Directed by Ralph Gideon; produced by Bruce Balaban and Danilo Sabatini.

STORY: The town of Glory advertises a gun fight between two fast guns as one of the highlights of its annual founding ceremonies. The plans are given a jolt when stranger Pierre Brice appears to tell city officials that he killed one of the gun fighters in a duel. He offers to take his place. After this, he heads for Powder City. Enroute, he comes across the camp of Lex Barker, and the two have coffee and spend the night together. They ride separately into town and get to know each other better without actually learning each other's name. Barker is the remaining gunfighter in the forthcoming duel. He finds the town divided between saloon owner Gerard Tichy, who is against homesteaders coming to squat on the land, and ranch owner Jorge Rigaud, who is willing to allow the farmers into the territory. The latter's daughter, Marianne Koch, has voluntarily gone to live with Tichy to keep her father safe. Brice and Barker unite against Tichy and his hoodlums although refusing to hire out to Rigaud, with whom Barker is friendly. He was in love with Koch at one time. Tichy orders his men to eliminate Brice, Barker, and Rigaud, but they are unable to do this. Tichy and his men are killed, with Koch wounded in the showdown. She recovers and is reunited with both her father and Barker. Later, Brice and Barker face each other in the town of Glory but refuse to shoot at each other. Others in the audience try to take them on, and they combine their firepower to eliminate these. They ride out of town promising to see each other again, with Barker heading back to Koch.

X-RAY: Lots of gunplay, intrigue, camaraderie among gun fighters, bad guys, good guys, hints of romance, color, etc., are all to be found in this entry that moves at an interest-holding pace that should satisfy most western fans. Performances are adequate, and direction and production are good. A bit of shortening wouldn't have hurt in the overall, but this is not too important a beef. The use of color helps, and it should do okay as part of the show. The screenplay is by Edward Di Lorenzo, Fernando Lamas, and Jerold Hayden Boyd, based on a story by the latter.

## UNITED ARTISTS

### Namu, The Killer Whale

DRAMA  
89M.

United Artists  
(Tors)  
(Color by DeLuxe)

ESTIMATE: Fine family film and fascinating nature study.

CAST: Robert Lansing, John Anderson, Robin Mattson, Richard Erdman, Lee Meriwether, Joe Higgins, Michael Shea, Clara

Tarte, Edwin Rochelle. Executive producer, Ivan Tors; produced and directed by Laslo Benedek; screenplay by Arthur Weiss.

STORY: Naturalist Robert Lansing and assistant Richard Erdman follow a wounded female killer whale and her mate into a cove Lansing has rented for experimental purposes. Frightened fisherman attempt to kill the male after the female dies, but Lansing insists that they leave. The whale, seemingly mourning the loss of his mate, fascinates Lansing who pens him in the cove via a net and proceeds to study his habits. The townspeople are convinced the whale will destroy their salmon season, and Lansing's only support comes from Erdman and widow Lee Meriwether, who operates the general store. Lansing is convinced that the whale is intelligent and not the monstrous killer described in wild tales. His feeling is verified as the whale and he become fast friends, even playing together in the water. The town's children, told by Meriwether's young daughter, Robin Mattson, that there is nothing to fear, visit the whale. One of the children throws Namu a piece of fish with steel hooks imbedded in it, and the whale's pained reaction terrorizes the children and brings the townspeople rushing to destroy the whale. Lansing again prevents this, and he and Meriwether get into the water and play with the whale to prove he is not vicious. When fisherman John Anderson starts shooting anyway, Lansing cuts the net and frees the whale. Namu capsizes Anderson's boat but saves the fisherman's life by keeping him afloat until help arrives. Namu then swims off and quickly finds a new mate.

X-RAY: This is a superior family film and an engrossing nature study at the same time. The killer whale, a mammal about which man knows very little, proves to be a fascinating creature, and Namu receives excellent support from his human co-stars. Lansing delivers a sincere and moving portrayal of a scientist determined to prove to himself and others that kindness and reason are better tools for understanding the world than fear and violence. Scenes in which the whale plays with human swimmers are truly remarkable, and viewers are made aware of the giant mammal's personality and intelligence. Photography is excellent, and direction and production are superior. A title song furnishes an additional exploitation peg. Many tieups are possible with schools, nature study groups, etc., and family audiences should be delighted.

## UNIVERSAL

### The Plainsman

OUTDOOR DRAMA  
92M.

Universal  
(Color)

ESTIMATE: Okay action entry for program.

CAST: Don Murray, Guy Stockwell, Abby Dalton, Bradford Dillman, Henry Silva, Simon Oakland, Leslie Nielsen, Edward Binns, Michael Evand, Percy Rodriguez, Terry Wilson, Walter Burke, Emily Banks. Produced by Richard E. Lyons; directed by David Lowell Rich.

STORY: Don Murray (Wild Bill Hickok) is on his way home from a stint in the army during the Civil War when he is captured by a small band of Indians led by Henry Silva, who is about to kill him when old friend Cheyenne chief Simon Oakland intercedes. Murray is picked up by old girl friend Abby Dalton (Calamity Jane). He informs Army Lt. Bradford Dillman that the Indians have new repeating rifles, but the bull-headed, inexperi-

enced officer is not impressed. Murray is reunited with old friend Guy Stockwell (Wild Bill Cody) and is surprised to learn that he has married. Murray suspects Edward Binns as being one of those responsible for selling the Indians rifles and is determined to keep an eye on him after he catches him cheating in a card game. Stockwell is persuaded to lead a supply detachment to another fort when the Indians are reported on the war path. Indians, led by Silva, capture Dalton in Stockwell's cabin, thinking she is his wife. They take her prisoner, and she is joined by Murray, who is tortured but won't reveal the route. They are freed by Oakland, but Silva takes most of the hot-headed warriors in pursuit of the detachment which has now been joined by Dillman. They are pinned down, and Stockwell recommends that they stay put as long as supplies last. Murray joins them while sending Dalton for help. She summons Oakland, who puts an end to the siege sending the Indians on their way. There is a hassle with Dillman, who threatens to charge both Murray and Stockwell with a variety of offenses against the Army and himself. Murray has a showdown with the gun sellers, and as a result of clearing up the Dillman charges amicably, Stockwell becomes an Army scout. Murray becomes a deputy U.S. marshal. Dalton is still trying to get Murray to admit that he loves her.

X-RAY: There's enough action, drama, and even some comedy to categorize this entry as a pleasing programmer which can be aided by some of the "names," the title, and the use of color. The story has a tendency to ramble a bit, but performances are adequate and direction and production are suitable. The screenplay is by Michael Blankfort.

## FOREIGN

### Good Times, Wonderful Times

DOCUMENTARY  
70M.

Rogosin Film Productions

ESTIMATE: Anti-war preachment has limited possibilities.

CREDITS: Produced and directed by Lionel Rogosin; associate producer, James Vaughan; editorial and sound consultant, Tadeusz Makarczyński; film editor, Brian Smedley-Aston; script by Rogosin, Vaughan, and Makarczyński.

CONTENT: At a cocktail party in London, there is lots of small talk, bits on sex, jokes, etc., but there are also references to war. Every time someone mentions soldiering or war or killing, a flashback takes place with some documentary footage referring to the conversational bit. Scenes of the Warsaw ghetto, the bombing of Hiroshima with its after effects, the concentration camps and the victims, the training that the Hitler youth are going through, and the fighting done by their elders, etc., are to be seen in the collected footage.

X-RAY: The title would lead people to believe that they are going to see something pleasant and happy, on screen, whereas it is really so named in irony. Actually, it's a dissertation on the evils of war, the corrupt desire for power, and the aftermath of dictatorship and destruction. Whenever the documentary footage is cued in, much of it is necessarily unpleasant. A cocktail party merely provides a conversational wedge for the anti-war footage, which is most horrible in its authenticity. The entry won the Cine Forum 1965 Prize at the Venice Film Festival and the Golden Dove Award at the 1965 Leipzig Film Festival.

AD LINES: "Come Join The 'Fun' Of Yesterday And Today"; "Memories . . . Memories . . . A Most Unusual Film."



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## Les Bonnes Femmes

DRAMA  
 95M.

(Hakim)  
 (Filmed in France)  
 (English titles)

ESTIMATE: Interesting import.

CAST: Bernadette Lafont, Clothilde Joano, Stephane Audran, Lucile Saint-Simon, Mario David, Pierre Bertin, Sacha Briquet. Produced by Robert and Raymond Hakim; directed by Claude Chabrol.

STORY: Bernadette Lafont, Clothilde Joano, Stephane Audran and Lucile Saint-Simon are clerks in a small appliance store. Lafont just wants to have a good time. Saint-Simon wants to marry the timid son of a wealthy grocer. Audran secretly sings on stage after work, and Joano dreams about falling in love. Lafont and Joano are picked up by some businessmen. Joano goes home, but Lafont remains for a rough sex-ridden evening. During their lunch hours, Joano notices a young man on a motorcycle following her wherever they go. He is seemingly too reticent to become acquainted, and she dreams herself in love with the stranger. On a night out, they discover Audran's secret and are delighted, though she is embarrassed. They all wind up going to an indoor swimming pool where Lafont's seducers show up and pester the girls. The stranger, Mario David, shows up to chase them off. Joano and David go for a ride in the country on his motorcycle where they lunch and admit their love for each other. They go for a walk in the woods where he strangles her.

X-RAY: Four working girls in Paris are shown at their jobs and at play in a most natural way, and the backgrounds of shop, street, and other areas in Paris are simply and impressively presented. There is also a fine love story that proceeds at a neat pace and with warm support from viewers until the climax when love turns into psychotic murder. The surprise ending is unexpected and almost regrettable for some viewers. Performances are good. Interest is well maintained although a bit of pace-quickenning wouldn't have hurt. Production and direction are commendable. Paul Gegauff wrote the screenplay.

AD LINES: "Four Girls—Each Looking For Something Different From Life"; "Four Shop-girls Looking For Adventure And Romance."

## The Magnificent Concubine

DRAMA  
 97M.

Frank Lee  
 (Filmed in China)  
 (Color)  
 (English titles)

ESTIMATE: Good Chinese entry.

CAST: Li Li-hua, Yen Chuan, Chao Lei, Li Hsiang-chun, Yang Chih-ching, Ku Went-sung, Ho Pin, Lin Ching. Produced by Runme Shaw; executive producer, Doven Chow; directed by Li Han-hsiang.

STORY: In the Tang dynasty, Li Li-hua is the favorite of Emperor Yen Chuan. Her brother, Yang Chih-ching is made prime minister, and he is cruel, selfish, and concerned only with making himself rich. Li-hua is jealous over the attentions the Emperor is paying another and leaves the court. They are eventually reunited and are closer than ever. The people, meanwhile, are showing active resentment over the actions of her brother, who is also keeping important messages from the Emperor about revolutions brewing in the provinces. As the rebellion moves closer, the Emperor, his favorite, and the court retreat to another city. Chih-ching continues to withhold food and money from his own soldiers which starts a revolt in the palace guard. They attack the prime minister's camp and kill him and those around him. They go after Li-hua believing that she is responsible for the actions of her brother. She has been tending to the Emperor, who has been ill during the retreat. She faces the angry soldiers, asking only to be allowed to treat him a bit longer, after which she will kill herself. The Emperor awakens and tries to reach her, but he is too late.

X-RAY: Not as belabored as some other releases from the Orient, this entry has a story that holds interest fairly well, bathed in wondrous color that has become a trademark of the film makers, the Shaw Brothers. It features scope and spectacle. The cast performs well, and direction and production are impressive. It offers something a bit different to seekers of the unusual.

AD LINES: "Romance And Revolution . . . Drama and Action"; "A Cannes Film Festival Award Winner."

## Salto

DRAMA  
 104M.

Kanawha Films  
 (Polish-made)  
 (English titles)

ESTIMATE: Boring import for the art spots.

CAST: Zbigniew Cybulski, Gustaw Holoubek, Marta Lipenska, Irena Laskowska, Wojciech Siemion. Directed by Tadeusz Konwicki.

STORY: Zbigniew Cybulski jumps from a moving train and runs in panic through the fields to a small town, obviously in fear of pursuit. He asks admittance to the house of Gustaw Holoubek, who lets him in after Cybulski claims he lived in the house during the war. He arouses the resentment of some and the curiosity of others as he makes his presence felt. He even claims to have cured two ill children and seduces the daughter of his host. At a celebration of sorts, he shows the populace a dance number, the "salto." His stay is interrupted with the arrival of a woman accompanied by two children, who claims that Cybulski is her husband who is always running off and who obviously needs mental help. The townspeople, angry at being confused and tricked by the false prophet, send him out of town on the run. He jumps on a moving train to get away.

X-RAY: This could be termed a surrealistic drama, as well as one with a lack of interest-holding properties. It will be greeted, perhaps, in some art situations where the radically different and the non-normal are hailed. The ordinary patron will probably be bored by the irrational story, the off-balance performances, and the unconventional direction. At the conclusion, he'll wonder what it was all about. Director Tadeusz Konwicki is also responsible for the screenplay. To further compound matters, the length of the import is interminable.

AD LINES: "A Most Unusual Experience"; "He Was Welcomed As A Prophet Until His World Exploded."



## ALPHABETICAL GUIDE TO 325 FEATURE REVIEWS

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August 3, 1966

SECTION THREE  
Vol. 75, No. 26

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to **MOTION PICTURE EXHIBITOR**. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add **EXPLOITATION** to your permanent theatre library. Address all communications and submissions to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. —19107.

## "Wrong Box" Promotion

The American premiere engagement of Columbia Pictures' "The Wrong Box" at New York's Cinema I theatre received a strong promotional boost via a special on-the-air "Wrong Box" Contest promotion sponsored by radio station WHN, with repeated contest and playdate announcements by the station's top personalities, including Jim Ameche, Hans Anderson, Dean Hunter and Bill Cadare.

Also participating in "The Wrong Box" Contest was Miss WHN, Gina Martin, who toured the East Side theatre area and along Broadway to bally the American premiere of the Bryan Forbes production. Any passerby who identified Miss Martin by asking, "Are you the WHN girl? Give me 'The Wrong Box,'" was given a small box with a note inside indicating the prize that they had won, which included tickets to the Cinema I Theatre.

In order to give maximum exposure to the street bally, Miss Martin visited Broadway's famed Shubert Alley during the peak pre-theatre rush hours. Dressed in an attractive go-go outfit, she attracted huge crowds of curious by-standers who were subsequently informed of the Cinema I engagement of "The Wrong Box."

## Seven Arts Has Special Handling In Ky. For Barn Dance Feature



Miss WHN, Gina Martin, recently helped promote Columbia's "The Wrong Box," which had its American premiere at New York's Cinema I. She participated in WHN's on-the-air promotion of the film by distributing small boxes containing prizes to passers-by who recognized her from the radio station's repeated announcements about a special "Wrong Box" contest.

Seven Arts Pictures, the distribution arm of Seven Arts Productions, has been noted in the past for its specialized handling of product.

Under the direction of vice president and general sales manager James V. O'Gara and Edward S. Feldman, vice president in charge of advertising and publicity, Seven Arts once again executes a carefully planned campaign for "Renfro Valley Barn Dance," a country musical feature filmed on location at Kentucky's world famous Renfro Valley Barn, the most popular of all country music halls. The new color production has its simultaneous world premiere at the Preston D.I., Louisville, Ky., the Lakewood D.I., Jeffersonville, Ind., and the Family D.I., Lexington, Ky. The Lexington premiere will be highlighted by the appearance of Gov. Edward T. Breathitt of Kentucky, and Indiana Gov. Roger Branigan will attend the opening in Jeffersonville.

The premiere will be followed by mass saturation bookings throughout Kentucky and Indiana.

Seven Arts' exploitation director, Lige Brien was in Louisville directing the all-day and evenings festivities and events which include, in addition to the governors' attendance, the arrival of 15 of the film's country music personalities in antiquated automobiles and carriages. The 15 personalities led a parade in each city featuring covered wagons, six marching bands, girls on horseback, clowns performing on the streets, a calliope working full blast, and hay wagons all properly bannered. John Lair, creator of the Renfro Valley Barn Dance radio program, led the parade, followed by city officials and the producers of the film Arthur Stanisch and James F. Sullivan.

Louisville's Mayor Kenneth Schmeid proclaimed "Renfro Valley Week" in honor of the opening and Mayor Richard Vissig of Jeffersonville and Fred Fugazzi of Lexington, have done the same.

A huge feast of Kentucky Fried Chicken and Mountain Dew soft drink were provided free to all patrons at the three openings.

Radio contests sponsored by WINN and WHEL sought the most talented person in a "Fiddling, Dancin', and Singin'" contest. The winners were chosen on the stage of the Preston D.I., and performed again on the stage of the Lakewood D.I. The top prize was a Lambretta motor scooter, with runnerup prizes consisting of Greco Guitars by Goya.

Television station WHAS also sponsored a contest, searching for the best performer in "that old Kentucky style dancin' and fiddlin'." Prizes included weekend stays at the Renfro Valley Motel, and the opportunity to perform

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## 'Snow' In Buenos Aires

It "snowed" in Buenos Aires for the first time in 50 years recently when 5,000 kilos of white confetti were poured from the roofs surrounding the Metropolitan Theatre for the Argentine premiere of Metro-Goldwyn-Mayer's "Doctor Zhivago." The stunt created a sensation causing people to open umbrellas and traffic to be backed up for blocks.

Geraldine Chaplin, who arrived earlier for pre-opening activities, also stopped traffic as she entered the theatre for the showing.

Following her stay in Buenos Aires, Miss Chaplin left for Santiago, Chile and Caracas, Venezuela, for a round of publicity activities in connection with the premieres of "Doctor Zhivago" in those cities.

## "Alfie" Recordings

In one of the biggest film music tie-ins of recent years, seven major recording companies are releasing singles of the title song from Paramount Pictures' "Alfie."

The Burt Bacharach-Hal David ballad has been recorded by the following artists: Cher, Imperial Records; Cilla Black, Capitol Records; Dionne Warwick, Scepter Records; Carmen McRae, Mainstream Records; Joanie Sommers, Columbia Records; Jack Jones, Kapp Records; and Tony Martin, Dot Records.

Advance pressings of all seven recordings of "Alfie" are being rushed to disc jockeys throughout the U.S. and Canada.

## Vets Promote "Paris"

In a major promotion for "Is Paris Burning?", Paramount Pictures highlighted the forthcoming road show attraction at the annual convention of the Fourth Division Association at the Hotel Webster Hall in Pittsburgh.

More than 400 veterans of the Fourth Division of the United States Army who participated in the liberation of Paris during World War II attended the convention with their families. In addition to being thoroughly indoctrinated on "Is Paris Burning?" with special literature and displays, they participated in radio, TV and newspaper interviews that will be used later in promoting the Paramount-Seven Arts-Ray Stark presentation throughout the world.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor



# Dallas "Shop On Main Street" Plugs Film Of Same Name

"THE SHOP ON MAIN STREET," a Prominent Film, Inc., release, has just concluded the first week, breaking every existing record, at the ten month old Festival Theatre, Dallas, Texas. Last weekend saw huge crowds wrapped around the block (with tickets in their hands) and hundreds turned away. To say that THE SHOP ON MAIN STREET will be playing at the theatre on Maple Avenue, Dallas, for a long run would be putting it mildly. THE SHOP ON MAIN STREET received one of the most thorough and extensive campaigns ever given to an art film in Dallas. A tieup was made with Linz Jewelry (Dallas' top Jewelry Store) calling their store "The Shop On Main Street." Linz teased the picture for two weeks prior to playdate and ran a ¾ page ad (18" x 5 col) Sunday prior to opening. Linz purchased 1000 tickets (25% off of regular price) and offered a single Guest ticket courtesy of Linz to the first 1000 customers to make a purchase at their "Shop on Main Street" to see the film THE SHOP ON MAIN STREET. In all, Linz ran a total of 210" at their own expense to promote the picture at the Festival. In addition, Linz ran a \$1000.00 radio campaign and a \$4000.00 TV campaign to promote their "Shop" and THE SHOP ON MAIN STREET. This promotion cost the theatre nothing. In return for this gigantic promotion a trailer for Linz exclusively was used on the screen during the run of the film.

The opening night of THE SHOP ON MAIN STREET was purchased for two performances by the Dallas Couples Club of the City of Hope. Through this benefit premiere thousands of dollars of gratis time was received on TV, Radio and Newspaper coverage. Jack Benny, who was appearing at the Dallas State Fair Musicals, was photographed buying tickets for THE SHOP ON MAIN STREET which resulted in art breaks in the Dallas Morning News and Daily Times Herald. An ad was placed in the program for the Dallas Summer Musicals for the Jack Benny-Wayne Newton show and for WEST SIDE STORY. This reached 100,000 potential customers as the Dallas Summer Musicals is one of the top in the country. This is the first time a motion picture ad ran in said program.

A private midnight screening was also held for Jack Benny and Wayne Newton (and their few guests) which resulted in newspaper and radio coverage.

Harold Weisenthal, of Prominent Films, Inc., visited Dallas for the opening of THE SHOP ON MAIN STREET, and was interviewed by five radio stations. We also received space on Weisenthal in the Dallas Morning News and Dallas Times Herald.

The advance free publicity given by both the Times Herald and Morning News was nothing short of sensational. Combined space in art breaks and stories totalled over 150". We also received many, many inches gratis in the Texas Jewish Post and the SMU Campus publications.

Believe it or not, two weeks prior to our opening we were approached by a prominent Dallas customer in the lobby who asked me when this picture would open. When given the opening date, he seemed to be very disappointed as he was going to be out of the country. He offered \$100.00 if he and his wife



Columnist Earl Wilson is surrounded by bikini-clad beauties he personally selected to be the "Slaygirls" in "Murderers' Row," the Dean Martin starrer which Irving Allen is producing for Columbia release. In this second Matt Helm adventure, they will be known as the "Calendar Girls," one for each month of the year.

## AIP-Tower Records Tie-Up

American International and Tower Records concluded music tieup arrangements for release and promotion of a soundtrack album from "The Wild Angels."

AI's agreement with Tower calls for co-operative promotion between the film company's field force and the record company's 27 national area distributors.

could see it at midnight that night and a screening was arranged for \$50.00 per ticket—and, of course, this broke in Dick Hitt's ever popular Dallas Times Herald column with one half of his column devoted to the story.

Norm Levinson, president, Academy Theatres, Inc., says, "The above are just highlights of the campaign for 'The Shop On Main Street.' The results can be colored green at the boxoffice. We are playing to people who haven't been to a movie in four or five years . . . from teenagers to some people who are so elderly we are helping to carry them from the car to the theatre—and this is no exaggeration. It gives one a great pleasure to be in our business."

Levinson also gave the film a personal endorsement via a radio transcript on station KXIL; and a tape of this was used during all intermissions six weeks in advance of playdate. In addition, his personal endorsement was used in a box in the opening day's newspaper ad.

## Wilson's Slaygirls

Earl Wilson, who is always one of the first to recognize and call attention to beautiful and talented young actresses on the threshold of their careers through his syndicated newspaper column, has been named to assist film producer Irving Allen in selecting "The Slaygirls" for "Murderers' Row," new Matt Helm adventure which goes before the cameras at Columbia Pictures Studios in mid-July.

"Murderers' Row" stars Dean Martin and Ann-Margret, with Martin playing Matt Helm, dauntless secret agent who was introduced to film audiences in "The Silencers," one of the year's boxoffice hits.

The original "Slaygirls" were six beauties who contributed notably to the success of "The Silencers." Now Mr. Wilson will choose additional girls for the new picture.

Internationally-syndicated columnist Wilson is generally credited with having advanced the careers of many screen beauties. For "Murderers' Row" he will choose the twelve most ravishing and photogenic females from among the many who have responded to Columbia's casting call. So renowned is his skill in such matters, that the film's opening credits will include the line, "The Slaygirls" chosen by Earl Wilson."

Many are called, few are chosen . . . but the girls who *are* chosen will have roles in "Murderers' Row" and will subsequently be sent to various parts of the world to publicize the film.

## Soupy Sales Tours

Soupy Sales, who stars in Columbia Pictures' "Birds Do It," launched a personal appearance tour of West Virginia, Kentucky and Ohio beginning July 25, to promote the first 200 openings of the Ivan Tors production which went into saturation territorial release throughout the area.

Touring with Soupy were Columbia contract player, Ann Ford, and Judy the Chimp, who stars on the popular CBS-TV network Daktari series, and whose antics keep Soupy Sales up-in-the-air in "Birds Do It." They will visit 39 cities in twelve days, making appearances along the way at the various theatres scheduled to play the film.

Soupy and Miss Ford will also conduct a comprehensive schedule of radio and press interviews, and participate with Judy the Chimp in the local premieres.

## Fess Parker Also Tours

Fess Parker has been set for a month-long, 15,000 mile, 20 city personal appearance tour in conjunction with openings of Aaron Rosenberg's "Smoky," in which he stars.

The tour will commence on August 2 in St. Louis, and then will continue to Atlanta, Charlotte, numerous cities in Texas, Philadelphia, Detroit, Miami, New Orleans, Indianapolis, Washington, D.C. and Boston. Parker will be on the road for a total of 37 days.

Prior to the launching of the cross-country trek, Parker appeared as the only show-business personality in the Days of '47 parade, July 25 in Salt Lake City. The event, commemorating the Mormon entry into what eventually became their national home, is a state holiday in Utah. The parade is the highlight of the week-long celebration and is covered by numerous television stations in a three-state area.





Television and press coverages and much comment were Bob Parker's reward recently for persuading staff and friends to tour the city in swim-suits carrying outside letters spelling "Alfie" to presell the Paramount film at the ABC, Exeter, England.

## New Angle To Telephone Interviews

Columbia Pictures has set up a unique publicity program for "Divorce AMERICAN Style" aimed at garnering maximum national publicity for the film while it is still in production.

The campaign gives a new twist to the telephone interviewing of stars by allowing all major columnists, reporters, and radio, TV and motion picture editors across the nation to conduct 20 to 25 minute telephone interviews directly with the stars on the studio set during the shooting period.

Although telephone interviews are a common procedure, it is the first time that an extensive campaign of this nature has been worked into the shooting schedule.

Columbia's field representatives across the country have been in contact with the major publications and broadcasting outlets in their area for interviews with the film's stars, including Dick Van Dyke, Debbie Reynolds, Jean Simmons, Shelley Berman, Van Johnson, Jason Robards, Martin Gabel, Joe Flynn, Kathy Brown and John J. Anthony, as well as producer Norman Lear and director Bud Yorkin.

## Seven Arts

(Continued from page EX-777)

on the Renfro Valley Barn Dance Sunday broadcast to 26 radio stations. Local merchants participating have contributed more than \$5,000 in prizes.

Also heralding the event were the Frischs Group of restaurants which made daily announcements over the public address system in each of its locations plugging the premieres and devoted full windows to "Renfro Valley Week." In addition, stars of the color production made personal appearances at local shopping centers. A large bus, properly bannered transported the stars to their various radio, television, and newspaper appearances and interviews during the premiere days.

Record shops in the area played "continuous" spot announcements prepared by Seven Arts backed by music from the film. The Renfro Valley Barn Dance album, with full credits for the film, was featured in all music shops and windows.

25 Pepsi Cola trucks, makers of Mountain Dew, carried bumper "welcome" signs for the "Renfro" premiere, with drivers distributing 5,000 14 x 22 posters to their outlets.

A far reaching newspaper campaign was scheduled alongside an extensive radio and television campaign geared to country music lovers.

# British Showmanship

By Jock MacGregor

To stress the specialized nature of "An Evening With The Royal Ballet" which C. Jones played for three days at the Palace, Lancaster, five models paraded fashions from bikinis to evening dress on the stage on the opening night . . . A. A. Allen, ABC, Sidcup, arranged for a patron to bring her great dane and a dachshund to the theatre before playing "The Ugly Dachshund" and adorned them with suitable credit jackets. A good press resulted.

C. E. Bushnell celebrated the First Anniversary of "The Sound of Music"—the longest run ever for a film in the South of England—at the Bournemouth Odeon in style. The Bournemouth Evening Echo published a three page supplement and announced it by means of contents bills, and other papers over a wide area reported the event commenting particularly on those who have seen the film many times. Southern TV marked the occasion with clips, an interview with a lady who had seen the film 51 times and shots of a two ft high iced cake depicting the well known "Music" advert, in all running to eight minutes in the peak hour "Day by Day" program. Such interest was created that people came with their children to see "that wonderful cake." Bushnell sent out four different letters, totalling more than 500, to previous party organizers, coach and private hire firms, members of the Bournemouth Hoteliers Association and Women's Institute secretaries over a wide area thanking them for their support, informing them of the 550,000 who had seen the film at his theatre and suggesting that they arrange further parties. Special First Anniversary Week showcards incorporating a color still were displayed on the reception desks at all principal hotels in this noted seaside resort. Special show cards were also provided for window and store displays.

Though F. C. Murray, Odeon, Wimbledon, South London, is retiring shortly he has not slackened up in his showmanship. Once an actor and with a star for a daughter (Barbara Murray) he is well connected and periodically does call on friends to help with very special openings. "Thunderball" provided such an occasion. After the tabs opened to reveal a guard of honor of five beauty queens, Molly Peters who played Bond's masseuse drove on in a shining Aston Martin loaned by the local dealer. He then introduced England's cricketer, Ken Barrington, and his daughter carrying the champion from Crufts International Dog Show—the world's reputedly most valuable dog. Not only did he get a useful local press but The Sun, national morning, carried a treble column eight inch photo. He rounded off the campaign with frogmen and rocket girl motor cyclist street stunts and window displays. Press stories also resulted from local rivalry. Donald Mawditt, of the Wimbledon ABC playing "The Spy Who Came in from the Cold" earlier had displayed a poster reading: "The Spy Who Puts Bond in The Cold." Murray hit back across the Wimbledon Broadway with a front of house red dayglo poster: "Next Week is Bond Week. The Spy Who Puts All Others in The Cold." The Wimbledon News front page story concluded: "But the enemy did not flinch. 'We have reinforcements to follow in Napoleon Solo and Illya Kuryakin. They should provide the last shots in this duel when we play "One Spy Too Many" a week later,' said Mawditt."

A. G. Crisp, Odeon, Newcastle-on-Tyne, for the first run of "Our Man Flint" in the North East of England, held a midnight preview for "enthusiastic" talkers two weeks before playdate and distributed 1200 double tickets to hoteliers, publicans, restaurateurs, hairdressers and store operatives. He personally went on the stage to welcome the audience and introduce the show, and reports that a good time was had by all.

With the milkman as the central figure in Norman Wisdom's Rank comedy, "The Early Bird," F. A. Connett, Odeon, Dorset, organized a late night preview for civic dignitaries, press, dairymen, British railway and port authorities and at the preceding reception served—MILK. But adds "as our previous receptions had included cocktails I felt it inadvisable to serve milk by itself and laced it with brandy." A gesture which he claims was well received. He also produced a lot of material of his own to augment the nationally created lines. A mock photographer on the seafront handed out cards reading "We didn't really take your picture but don't miss the best picture in town today, etc." Cards reading "You will have to move your car in one hour . . . but don't let this stop you seeing the 3½ hour program, etc.," were slipped behind car windscreen wipers where parking restrictions are in force. "Sorry . . . too late . . . Gone to See Norman Wisdom" 10 x 8 inch 'closed' cards were handed to traders. Milk bottle collars bearing credits were used by Lovells Creamery on their deliveries for the week before playdate. 200 small envelopes containing cachou sweets were distributed bearing the legend: "little pills for all your ills. Dissolve in a glass of water . . . allow to stand for 3½ hours . . . visit the Gaumont. When you return, throw the mixture away . . . you won't need it after seeing Norman etc." For a foyer display he placed one of the theatre's industrial cleaners in a corner with a card "You'll be a sucker too if you miss, etc, etc."

David J. Coe, Odeon, Sevenoaks, mounted a James Bond in Action exhibition at a local club and arranged with Eon Films for one of the 007 lovelies, Mollie Peters, to open it. The reward: front page stories, pictures and stories in both local papers and two inside coverages. Incidentally another clipping reported the findings of the Consumer Groups investigation in to Sevenoaks public conveniences as "The standard is low." The exception was the Odeon where the toilets were commended.

## 'Flintstone' In Indianapolis

"The Man Called Flintstone," a Columbia Pictures release starring America's most popular stone-age characters, had its multiple world premiere opening in four theatres in Indianapolis. Sparked by one of the heaviest tie-in merchandising campaigns ever developed for a motion picture release, the premiere was followed by a saturation territorial

release throughout the Indianapolis area.

As a result of the scores of product licenses granted to manufacturers ever since the Flintstone characters were created, literally hundreds of products have been made available for extensive window display and in-store promotions of "The Man Called Flintstone" in retail outlets across the nation.



## NATO Says "Marquees Sell"

The latest issue of Theatre Management Digest, published by National Association of Theatre Owners, reminds exhibitors that marquees sell; and states:

"Selling a picture is, properly speaking, the job of the theatre publicity man, even if he also is the manager. But who is responsible for the modern theatre trend which says the marquee is obsolete, and so are theatre fronts? Who provides the visual excitement that should attract traffic—pedestrian or automotive—and remind them not only of the very presence of a motion picture theatre but of the attractions currently offered?"

It is not true that movie-goers first decide they want to see a show, and then turn to the local newspaper to find where a picture they might want to see is playing. Sometimes, yes; perhaps, even, most times, yes! But there also are the many other moviegoers who don't know they want to see a movie—at your theatre—because they don't know that your theatre has the picture they want to see.

New theatres in shopping centers, especially, usually are off in an isolated corner. Usually, too, they are designed with an attraction board flush against the building front, and calling for small, and hard-to-see, interchangeable letters.

Such a theatre can only be seen from close up, and from one side of its four walls. It may be beautiful, but is it attractive . . . in the sense that it attracts?

Such a theatre, if nothing can be done about the front and sides, should have large and lighted, attraction boards at every entrance to the shopping center's parking lot. Not only should incoming shoppers be aware of what that shopping center theatre is playing, but passing traffic should be made aware of the fact that that shopping center has a theatre.

Drive-ins, too, must be recognizable from a considerable distance away—as just being there—and their attraction letters obvious both day and night, from a point which gives a driver a chance to decide in favor of your show.

Inside the drive-in, additional future "sell" is possible, and should be employed. Poster cases 1-sheet or larger, should be part of the concession stand decor; these can be lighted during intermission. Similarly, posters flanking the exit lanes might be lighted during show breaks; these provide not only additional illumination for exiting drivers but they remind passengers on the way out of what is coming to the drive-in screen next, or soon.

Theatre marquees, name signs, attraction boards, poster displays . . . all lighted and designed for animation and excitement . . . they helped make the movie industry into the giant it is; they should be restored to effective, dramatic, persuasive ticket-selling use."



Miss Catalina (Kathy Knight) and five lovely lasses assist frogman in lowering the world's first underwater billboard in Avalon Bay at Santa Catalina, where MGM's "The Glass Bottom Boat" was filmed.



Si Seadler, director of special projects for MGM, recently capitalized on the airplane strike with this stunt staged at the Kennedy Airport, New York, which plugged the company's forthcoming "Hotel Paradiso."

## 'LADY L' Contest

The letter "L" was the key to a contest which was designed with special appeal to the ladies to help promote showing of MGM's "The Lady L" at the Durwood Roxy Theatre, Kansas City, Missouri, recently. The result was multiple air plugs for the picture and a wealth of lady listener-inquirers and patrons.

In a three-way tie-up between the Durwood city office, Kline's Department Store and KMBC Radio, the special focus on the picture extended over two weeks. There were four days of advance plugging on the contest, and ten days of actual contesting.

After the advance plugging, KMBC issued invitations nine times daily on the air to lady listeners, the first one to call in to become the lady of the hour. She was then asked to listen to a recording by Lea Morgan of the Durwood office reciting letters of the alphabet at random. The caller was asked to stop the recording at her own discretion. If the next letter sounded was an "L" the contestant won a major prize, consisting of an "L" group from Klines, Lanvin perfume, luggage, a Lady Manhattan shirt, and lingerie. If the caller hit a letter other than "L" she still won a prize, three pairs of Lancome hosiery and a pair of tickets to see the picture at the Roxy.

The contestant calls were invited on the air at times expected to catch the lady at home, during the mid-morning, afternoon and evening. The promotion brought mentions of the picture in the hundreds, for preceding each actual contest episode there were several ad-lib mentions by announcers as to the next contest time and the list of much-wanted prizes.

The contest details were worked out by a group including Jon Holiday, program director, and Allen Zimmerman, account executive, KMBC; Dale Lundhigh, advertising manager, Kline's; M. Robert Goodfriend, general manager, and George Kieffer, assistant, Durwood Theatres.

Nine grand prizes were awarded, each with a retail value of \$50, making it especially worthwhile to the listeners. The promotion was deemed an especially good air lift for the picture and its Roxy engagement, Goodfriend said.

## "How To Steal" Art Frauds

The collection of art frauds from 20th Century-Fox's "How to Steal a Million," which recently caused a sensation at the famed Parke-Bernet Galleries, are the basis for a series of window displays at Gimbels main store in New York.

The displays will launch a major fashion promotion with 20th-Fox, McCall's and Abbot Fabrics, which is calculated to bring the "How to Steal a Million" story to women throughout the country. The Givenchy fashions created for Audrey Hepburn in the film have been selected by McCall's for use in their top-circulation magazine, and are featured in a splashy layout in the July issue.

For additional promotional power, McCall's Patterns and Abbot Fabrics will present a fashion show on TV stations and in department stores throughout the country this summer, featuring the fashions and timed to local openings of the comedy.

Also touring the country in conjunction with local openings will be the art frauds, which were commissioned by director William Wyler for the film. Valued at one hundred million dollars, the paintings and sculptures are not forgeries, but genuine frauds painted by contemporary artists in the style of old and modern masters, and based on lists of lost or uncompleted works. An extraordinary amount of nation-wide interest has developed in the frauds since their showing at the Parke-Bernet Galleries, giving the film tremendous publicity throughout the country.

Also promoting "How to Steal a Million" this summer is a paperback published by Signet Books; a special teaser trailer; open end interviews for radio placement; a special standee for theatre lobbies, and a soundtrack album with music composed by Johnny Williams.

## Kraska Promotes

George Kraska, Joseph E. Levine's "man in Boston" for many years, is off to promote the world premiere of Embassy Pictures new production "The Daydreamer," opening Aug. 3, at the State Theatre in Burlington, Vt., and the Strand Theatre, Plattsburg, New York, day and date and he's carrying with him copies of MOTION PICTURE EXHIBITOR's review of "The Daydreamer." The reviews will be used by Kraska in his exploitation campaign.

Kraska will travel the territory planting the copies of the review, which have also been mailed out to New England exhibitors, planting displays in kiddie camps in the sections, motels and music stores, where he will make tie-ups for displays of the LP by Robert Goulet and the rest of the voices from the Columbia soundtrack.

Kraska has worked out a promotion getting editors in the two cities to get a youngster, preferably son or daughter of a city room staffer, to review the film from a youngster's "eye-viewpoint." Each youngster, no older than 14, would get a \$5 prize.

The Boston film press agent, is also planting a special Robert Goulet record in each camp and motel and will have the play records in the lobby of the theatres piped out into the street. He took along also 500 comic books of "The Cat," co-feature, to be distributed in the kiddie camps plus music books with vocal selections from "The Daydreamer" for the counselors to play in their recreation rooms and with the kiddies joining in with words and music.

Kraska will also set up contests on radio and tv stations in the territory to name Hans Christian Andersen stories and characters, with prizes—tickets to see the picture.



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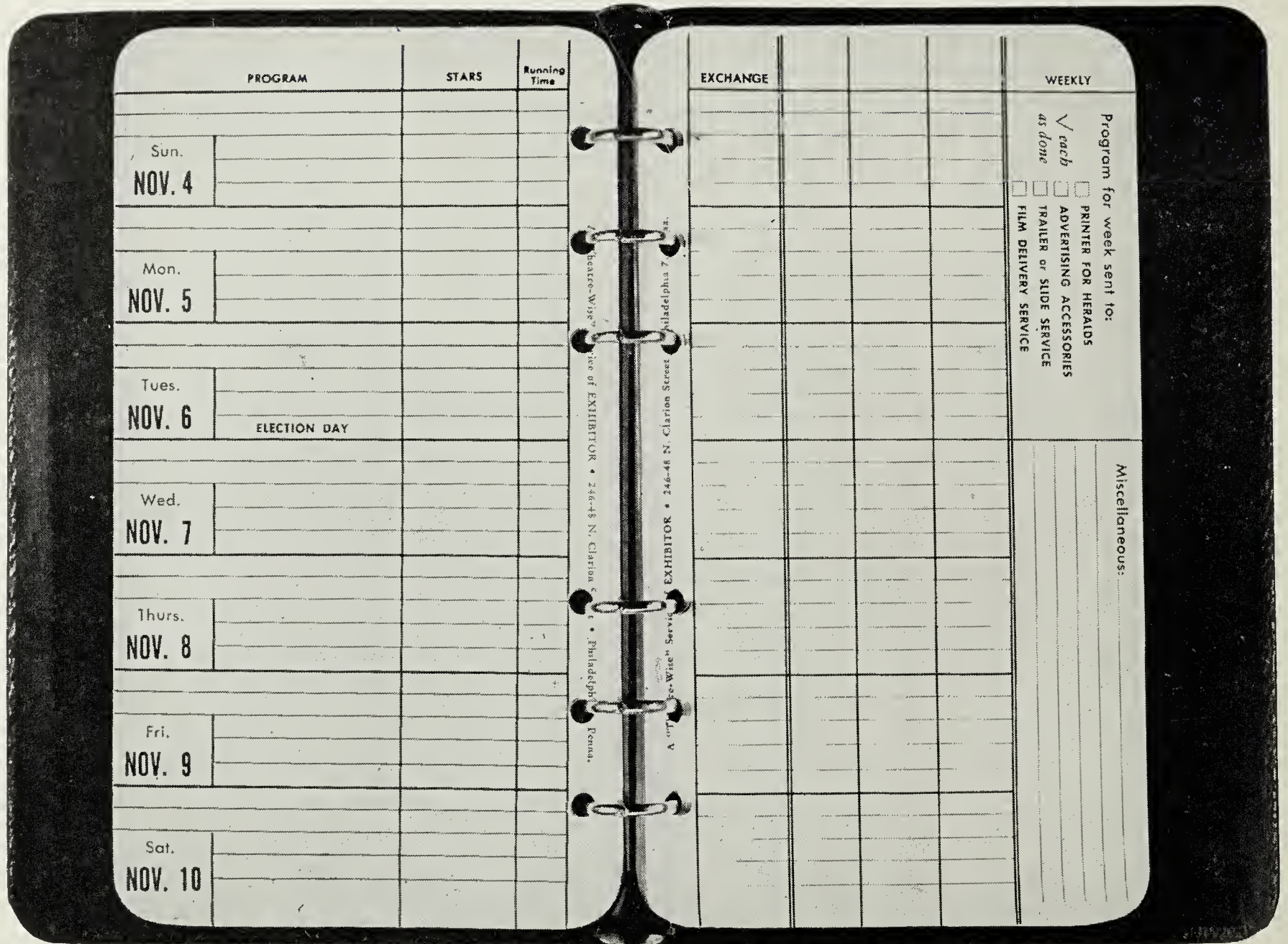


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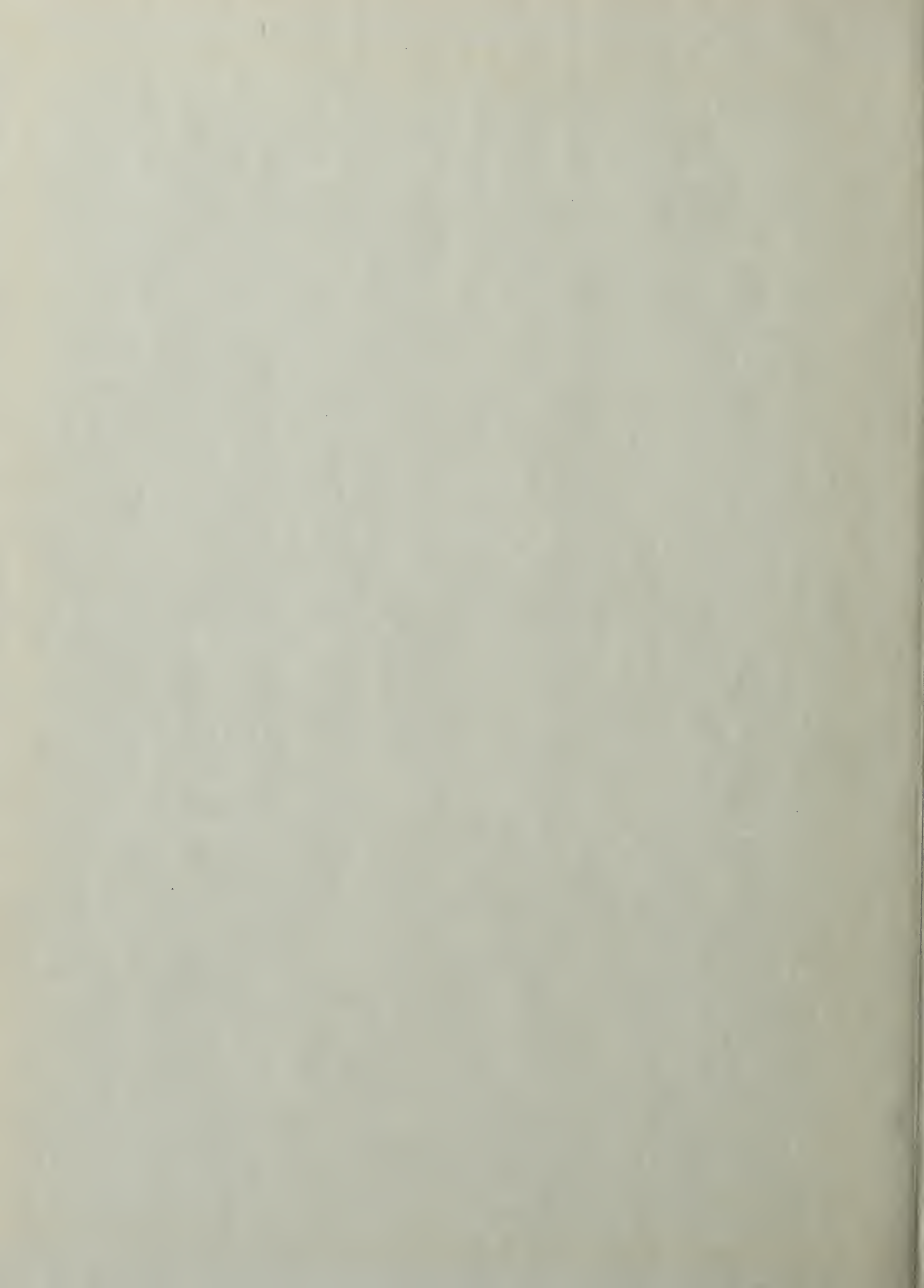














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